



Media Advisory

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AR Earth Day Festival is April 25th

Earth Day Activities Include 'Green Tour' on April 22nd

Little Rock, AR – The sixth annual Arkansas Earth Day Festival will be held Saturday, April 25th at North Little Rock's Riverfront Park from 10:00 am to 3:00 pm. The Arkansas Earth Day Festival (AEDF) will feature green shopping, education, tours, and recycling, as well as music, dancing, food and fun for the whole family. The Festival is the state's largest environmental event and drew approximately 15,000 people last year.

A feature event held in conjunction with the Arkansas Earth Day Festival is a "Green Living Tour" on April 22nd to highlight green buildings, stores, homes, community gardens, and sustainability organizations that can contribute to a greener lifestyle. The Tour, organized by Little Rock-based green building consulting firm, Viridian, will feature stops in Little Rock and North Little Rock including:

The Station Grocery and Deli. Located at the corner of Kavanaugh and Markham, The Station specializes in local and organic foods.

Vertical Lofts, located at the corner of Markham and Victory Streets, are LEED Gold registered and with features like energy-efficient design, private green space and ecologically responsible construction, these homes combine comfortable living with thoughtful purpose.

The Green Corner Store at 1423 D Main Street in Little Rock will host a pre-opening open house for Arkansas's first eco-lifestyle store featuring products for personal care, kitchen, home, garden, children and bath.

Argenta Community Development Corporation – Homes at 1517 and 1522 Schaer in North Little Rock were built through 'Building Green,' a successful partnership between Argenta CDC and the AR Chapter of the U.S. Green Building Council to design, construct and promote affordable energy efficient homes for low-to-moderate income families.

"Nationally, green is all the rage," said AEDF founder, Viridian consultant, and Little Rock Sustainability Commission Chair April Ambrose. "But there are many green living resources available to us in central Arkansas. Come see them at the Arkansas Earth Day Festival on the 25th, or take a tour of our community on the 22nd to see green actions, products, jobs, and services being offered every day. We'll help you learn to live green and save green!"

~ More

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The Arkansas Earth Day Foundation has also introduced a unique way for local businesses to contribute to environmental initiatives in The Natural State. On Wednesday, April 22nd, 23 area businesses will contribute six percent of their sales to the Foundation to do their part to increase awareness and inspire action for a cleaner, healthier and more sustainable environment.

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www.ArkansasEarthDay.org/GreenLivingTour

The full list of stops for the Green Living Tour includes: The Station Grocery and Deli, the Dunbar Garden Project, CityGrove Townhomes, Sierra Club of Arkansas, Arkansas Sustainability Network, The Green Corner Store, Electric Transportation of Arkansas, Vertical Lofts, Argenta Community Development Corporation, and Sustainable Alternatives & Arkansas Local Foods Initiative. For more information, visit www.ArkansasEarthDay.org/GreenLivingTour

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The Arkansas Earth Day Foundation is a non-profit coalition engaging Arkansans to grow awareness and action for a clean, healthy, and sustainable Arkansas through an annual festival and year-round community initiatives.

www.ViridianUSA.com/

Little Rock-based green building consulting firm Viridian's mission is to provide its clients with sustainable solutions for their facilities. Their solutions reflect the optimal balance of social, financial, and environmental stewardship. This balanced approach creates a healthier and more productive work environment, a responsible return on investments, and most critically, a positive environmental legacy.

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