



**MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT\*\*\***

**FOR IMMEDIATE RELEASE**

April 1, 2007

**2nd annual Piedmont Earth Day Fair to be held  
April 21, 2007 in Winston-Salem**

On **Saturday April 21, 2007** the second annual **Piedmont Earth Day Fair** will be held on the grounds of the Unitarian Universalist Fellowship at 4055 Robinhood Road in Winston-Salem from 10 am until 5 pm. This **free** fair will provide educational opportunities for the community through non-profit environmental booths, demonstrations, a farmer's market, and activities for children and adults. Entertainment will be provided, and food & beverage will be available for purchase. The event will be held rain or shine.

**Musical entertainers** currently scheduled include the Sally Spring Band, Randy Fulk, Wicker & Jones, the Broad River Band and Sourwood. **Scheduled speakers** include Mayor Joines, Vivian Fulk from The Climate Project and city council members Dan Besse and Molly Leight.

**Demonstrations and discussion topics** include native wildlife, solar drying, trail hiking, buying local grass-fed meats, composting, socially responsible investing and more.



The 2007 Piedmont Earth Day is sponsored by the Blessings Project Foundation, with additional funding provided by the Unitarian Universalist Fellowship of Winston-Salem.

The fair will be organized into the following activity zones:

**Sustainable Practices**

Sponsored by [Recycle America](#)

Practical solutions for integrating environmental stewardship into all aspects of community life.

**Conservation**

Sponsored by [Sierra Club](#)

Protection of our natural resources so that we can continue to enjoy the gifts of the natural world.

**Green Building**

Sponsored by [Don Hamrick Homes](#)

Best practices for building homes, schools, offices, and retail space using the latest eco-methods.

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## **Green Transportation**

Sponsored by [Flow Honda](#)

Eco-friendly approaches to personal and mass transportation.

## **Farmer's Market**

Sponsored by [Triad Buying Co-op](#)

Sustainable agricultural practices and items for sale by local farmers.

## **Demonstrations**

Sponsored by [Express Graphics](#)

A variety of demonstrations for in-depth learning.

## **Entertainment**

Sponsored by 823 [Reynolda, LLC](#)

A variety of acts on central stage throughout the day.

## **Vendors**

Sponsored by [Great Outdoor Provision Company](#)

Sale of food, drinks and eco-friendly items.

The 2007 Piedmont Earth Day Fair is coordinated by the newly formed 501-c-3 non-profit group Piedmont Environmental Alliance (PEA). Prior to formal organization, the founders of Piedmont Environmental Alliance coordinated the 2006 Piedmont Earth Day Fair under the name Piedmont Earth Day Fair Organizing Committee. **The 2006 inaugural fair was a great success with approximately 500 attendees in spite of rainy weather.**

The mission of Piedmont Environmental Alliance is to facilitate environmental sustainability in the Piedmont Triad community through education, networking and exchange of information among members. The goals of Piedmont Environmental Alliance are to:

- Promote environmental stewardship through practical life applications to a broad cross-section of the community.
- Showcase and promote a wide range of local environmentally-conscious businesses and organizations.
- Facilitate networking opportunities for the region's many environmental organizations and programs, leaders in the local sustainability movement, and environmentally-minded individuals.
- Celebrate, enjoy, and protect the gifts of the natural world.

For more information about the Fair or volunteering visit the PEA website at [www.piedmontenvironmentalalliance.org](http://www.piedmontenvironmentalalliance.org) or email [PEA@triad.rr.com](mailto:PEA@triad.rr.com).

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