



LEARN.COMMIT. ACT.

SACRAMENTO 2013

FREE EVENT

EARTH DAY FESTIVAL

Sunday, April 21st • 11a.m. - 4p.m. Southside Park • 7th & T streets

www.sacramentoearthday.net



Midtown FARMERS MARKET

•MANAGED BY BEMONEYSMARTUSA•

GRAND OPENING
April 27th

EVERY Saturday
8 AM - 1 PM
RAIN OR SHINE
IN THE HEART OF MIDTOWN
20TH & JST

LOCAL AGRICULTURE • PREPARED FOODS • ARTISANS & CRAFTERS

 **Sutter Health**
Sutter Medical Center,
Sacramento
We Plus You

 **MIDTOWN Farmers Market**
SACRAMENTO

 **FICKLIN & WILCOX**
Wine Tasting & Kitchen Goods

 **MIDTOWN BUSINESS ASSOCIATION**

WWW.MIDTOWNFARMERSMARKETSAC.COM



EARTH DAY *at the Co-op*

TASTING INSIDE THE STORE
SATURDAY APRIL 27 **10 AM to 4 PM**

...AND ACTIVITIES IN THE COMMUNITY LEARNING CENTER

9 AM Save Your Garden from Pests and Pesticides

10 AM Recycled art activities with reCREATE

11 AM Talkin' Trash—and Reducing, Reusing and Recycling

1 PM Composting 101—Turn Your Yard Waste into Black Gold

3 PM Reduce Waste with the Power of Worms

 Shift your shopping!

 **SACRAMENTO NATURAL FOODS CO-OP** 1900 Alhambra Blvd.
locally owned since 1973 www.sacfoodcoop.com



Quick Quack CAR WASH

Clean Car. Clean Planet.

Quick Quack Car Wash is proud to be recognized as an environmentally friendly Green Business and a Certified Sustainable Business.

Washing a car in a driveway or parking lot releases harmful soaps, chemicals and road phosphates into fragile ecosystems through storm drains designed for rainwater.	None of Quick Quack's water goes down the storm drain.	When released into the storm drain, even tiny amounts of detergent concentrations will kill fish and their eggs.	Quick Quack uses only environmentally safe soaps.	Driveway & parking lot car washing uses an average of 80-140 gallons of fresh water per vehicle.	Quick Quack uses less than half of that amount, and in some cases as little as 8 gallons per car!
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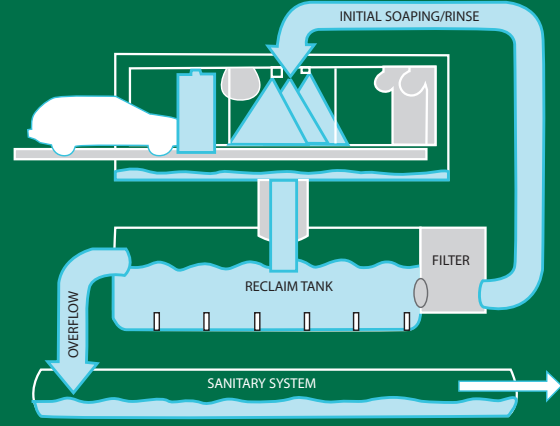


\$5 OFF

Lucky Duck Wash Package
Save on your next purchase of the Lucky Duck Car Wash Package.
(Reg \$14⁹⁹)

Quick Quack CAR WASH
Dont Drive Dirty.com

Barcode: 8000022



INITIAL SOAPING/RINSE

RECLAIM TANK

FILTER

OVERFLOW

SANITARY SYSTEM

ENVIRONMENTAL COUNCIL OF SACRAMENTO

Joining forces for the environment

Story and Photo by Mike Blount

The Environmental Council of Sacramento (ECOS) was born out of a movement of like-minded groups and individuals with the goal of achieving local and regional sustainability and a healthy environment for future generations. Created in response to the first Earth Day on April 22, 1970, ECOS reformed itself in the early '90s becoming a hybrid of several organizations and individual members.

President Rick Guerrero became involved with ECOS after he joined the Navy and ended up stationed in California. Guerrero grew up in the steel mill town of Gary, Indiana and says seeing California for the first time was an experience he will never forget. "It meant a lot to me that California was so beautiful, and I wanted to keep it that way."

In its history, ECOS has had several major milestones, including the establishment of the American River Parkway, fighting for the protection of Bushy Lake at Cal Expo and the organization of an annual Earth Day Festival in Sacramento. But today, Guerrero says the nonprofit is continuing to grow and expand its focus into new areas.

"We've got a place for you if you want to get involved."

RICK GUERRERO

Things like rehabilitating existing neighborhoods to accommodate current growth is something Guerrero says is an important issue for Sacramento moving forward. ECOS is also focused on the creation of green jobs and a green economy. Jobs in the green industry help improve everyone's quality of life by giving workers a career rather than a paycheck. Social justice is another important



factor moving forward because sprawl robs existing communities of government services and resources, according to Guerrero.

"People deserve a clean environment, they deserve a good economy and they deserve environmental justice," Guerrero says. "At the end of the day, we have none of that. It's important to get involved and help move our society away from a resource lifestyle into a more sustainable one. We need change now and we need the willpower and everyone is important."

Sacramento's Earth Day Festival is a chance for everyone to get involved. The 7th annual celebration will feature diverse businesses, nonprofits, cultural and government entities, artists and musicians united in the common goals of saving money, living healthier and preserving the environment. Guerrero credits the success of ECOS to people getting involved and he adds there is a place for everyone.

"This year's theme is 'Learn. Commit. Act.' We're hoping to appoint people with new ideas, technology and programs at whatever level they want to get involved with," Guerrero says. "It's focused on the people and working toward solutions for environmental balance, a green economy and social justice."

DID YOU KNOW?

- 55 percent of **FRESH WATER** used in the USA goes to the production of livestock.
- If just 25 percent of U.S. families used **10 FEWER PLASTIC BAGS** a month, we would use more than 2.5 billion fewer bags a year, thus less of these terrible, nonbiodegradable bags will be disposed of into our environment.
- It takes **20 GALLONS** of water to produce 1 lb. of soybeans and other grains, but it takes 5,000 gallons of water to produce 1 lb. of beef.
- **3.5 BILLION** people live on less than \$2 a day in a world of opulence.
- Every ton of recycled office paper saves 380 gallons of **OIL**.
- At the current rate the **HUMAN** population on Earth is using 1.3 Earth's worth of resources.



CELEBRATE EARTH WEEK – BE GREEN & DO [1THING]



SUSTAINABILITY STARTS WITH

[1THING] ONE-DAY DONATION DRIVE

SAT, APRIL 27TH - 10A-6P

Top 3 Reasons to donate your USABLE items to Big Brothers Big Sisters:

1. Responsible Recycling Helps Our Planet!

Go Green – Reduce, Reuse & Recycle! Help keep usable items out of our local landfills and help to protect our Earth!

2. Giving Back LOCALLY Makes a Difference to Others!

Donating your usable items through ReUselt is tax deductible and it enables you to give back LOCALLY.

3. De-Cluttering & Organizing Your Space Feels SO Good!

Less Clutter, Less Stress! Donating your usable items to Big Brothers Big Sisters brings you one step closer to feeling a little less stress. Even one bag of donations makes a HUGE difference!

One **\$5 THRIFT TOWN BUCKS** per person for every donation of two bags or more.

Donations are Tax Deductible – Receipt Provided.



5 DROP OFF LOCATIONS

Thrift Town Stores - Look for the ReUselt Trucks

ReUselt @ Thrift Town – S. Sacramento

5005 Stockton Blvd.
Sacramento, CA 95820
(Just North of Fruitridge)

ReUselt @ Thrift Town – N. Sacramento

410 El Camino
Sacramento, CA 95815
(Just West of Del Paso)

ReUselt @ Thrift Town – Carmichael

6328 Fair Oaks Blvd.
Carmichael, CA 95608
(Corner of Marconi & Fair Oaks)

ReUselt Drive-Thru Donation Stations

ReUselt Drive-Thru Donation Station – Rocklin

4395 Rocklin Road
Rocklin, CA 95677
(Just off the Interstate 80 Rocklin Rd. exit.)

ReUselt Drive-Thru Donation Station -Citrus Heights

7770 Auburn Blvd
Citrus Heights, CA 95610
(Near Antelope & Auburn Blvd)



DRIVE UP. DROP OFF. DONE!

For more information please visit

ReUselt.org or bbbs-sac.org



Donations of USABLE Clothing & Household Items LOCALLY benefit Big Brothers Big Sisters of the Greater Sacramento Area

Sacramento Earth Day 2013

SCHEDULED PERFORMERS



11:00 a.m.

Fenix Drum and Dance Company

Afro-Cuban Drum and Dance Company

Fenix Drum and Dance Company are a performing troupe specializing in dance and drumming from West Africa, the Congo and the Caribbean. This high energy multi-generational, multi-ethnic group highlights the richness and complexity of dance of the African Diaspora. Their dance journey begins in Africa then travels across the ocean to Cuba, Haiti, Trinidad, Brazil, the Caribbean and on to the Americas.



12:00 p.m.

The Trist

Contemporary Rock

The Trist is a Sacramento-based band showcasing the talents and imagination of its members developed through years of musical experience. The Trist produces all-original songs ranging from mid-tempo rock, heartfelt ballads and blues. Fitting somewhere between adult-contemporary and an edgier sound reminiscent of classic rock bands from the '70s and '80s, The Trist has created an adult rock sound all their own.



1:00 p.m.

The James Israel Band

Political Rock

The James Israel Band features intelligent, incisive lyrics and well-crafted, artistic songwriting performed by a dedicated group of talented musicians. Featuring original rock/blues/folk/country music with a bite, the songs range from light and fun to those challenging listeners to look within.



2:00 p.m.

Fo'Shange

Fusion and Spoken Word

Fo'shange are a diverse and eclectic band that features the powerful and beautiful spoken word poetry of Vincent Kobelt. The band is made up of many talented musicians, who play everything from funk to jazz to African drum beats.



3:00 p.m.

The New Traditionalists

Jazz

The New Traditionalists are a high school honor band sponsored by the Sacramento Traditional Jazz Society. Each fall, members are chosen by audition from local area schools. With their director, Bob Williams, the band plays self-invented arrangements and will enthrall you with their energy and enthusiasm for the music.

Plenty to do at

EARTH DAY

Vendors to visit:

Peruse more than 100 tables of diverse business, nonprofit, cultural and government vendors with practical information, goods and services for saving money, living healthier and protecting the environment. Some of the vendors include animal outreach, electric cars, Happy Tails Pet Sanctuary, Mountain Lion Foundation, NorCal Bats, Friends of the Swainson's Hawks, Animal Place, and more!

Activities for the whole family:

The kiddies will enjoy hands-on activities such as Radio Disney, Sacramento Hoop Dance, Folsom City Zoo Sanctuary, Apple Cheeks Face Painting and Solar Schoolhouse.

Fantastic flavors:

Score some tasty vegan food from Rainbow Snow, Xochimilco Mexican Restaurant, Roots N Kulchah, El Papagayo Mexcian Grill, Abyssinia Ethiopian Restaurant, Plum Cafe & Bakery, Dave Pops, Mr. Pops Popcorn and more.

How to get there:

Use sustainable transportation! Bike, walk, run or use transit to come to the event. Safe, secure, and free valet bicycle parking provided onsite by the Sacramento Area Bicycle Advocates.

WILD & SCENIC FILM FESTIVAL

Friday May 10th

THE CREST THEATRE
 RECEPTION 5:00 — FILMS 6:30-10:00

\$10 films
 \$15 films+reception

Sacramento Wild & Scenic On Tour
 More info: caheartlandproject.org
 Tickets on sale now at: thecrest.com
 Local food, beer and wine at reception

LEARN.

Educate yourself on how your actions impact the environment.

- Attend Earth Day and visit vendors for information about green living.
- Read articles and books about environmental issues
- Research concerns in your community



COMMIT.

Think about why sustainable living is important to you and dedicate yourself to those values.

- Preserve our ecosystem for future generations
- Live a healthier lifestyle
- Protect wildlife
- Support a green economy
- Promote social equality



ACT.

Actually do something that can effect change!

- Use public transportation
- Utilize alternative sources of energy
- Tell your friends why you support environmental causes
- Contact an ECOS member organization (see page 7) and ask how you can help!



GO
Green.



Benefits of Live Plants:

Plants remove toxins from the air and create oxygen.

Plants are good for your health. They reduce airborne molds & bacteria.

Plants cool spaces and interiors naturally.

Plants act as sound absorbers & lower stress in the workplace.

Plants are inviting, they soften the ambience in offices and homes.

Plants break up large spaces in businesses and homes, creating areas of calm and beauty.

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ECOS MEMBER ORGANIZATIONS

- Stone Lakes Nat'l Wildlife Refuge Association
- Ubuntu Green
- Sierra Club Sacramento Group
- Sacramento Vegetarian Society
- Sacramento Old City Association
- Sacramento Natural Foods Co-op
- Sacramento Housing Alliance
- SEIU Local 1000
- Sac Area Bicycle Advocates (SABA)
- California Native Plant Society
- Sacramento Green Democrats
- Save the American River Association (SARA)
- Save Our Sandhill Cranes
- Sacramento County Young Democrats
- Sacramento Audubon Society
- Mutual Housing California

Thanks for
Voting Us Best!

Best
SN&R



CARMICHAEL
6328 Fair Oaks Blvd.
Corner of Marconi & Fair Oaks Blvd.



SACRAMENTO
410 El Camino
Just West of Del Paso



SACRAMENTO
5005 Stockton Blvd.
Just North of Fruitridge

Shop Daily!

MON-SAT: 9am-9pm
SUN: 10am-6pm



←
**BE A
VIP!**

\$5 OFF

ANY PURCHASE OF \$15.00 OR MORE!
AT ANY THRIFT TOWN LOCATION



One coupon per customer per day. VALID with weekly Color Tag Sale Items. NOT VALID on Sale Day Items, Gift Cards, Thrift Town Logo Gear, or with any other coupon or promotional discounts. No copies/facsimiles. Offer expires May 31, 2013.

C2474



Be Green. Save Green.

EARTH WEEK EXTRAVAGANZA!

April 22-26 - 30%-50% Off!



Customer photo. Story on blog.



Over 4,000 Items Arriving to Each Store Daily!

Clothing Organized by Style, Size & **COLOR**,
Shoes Marked with Sizes, Formal Wear, Linens,
Housewares, Furniture, Books, Movies,
Small Appliances, Collectibles & More.
Weekly Color Tag Sale Items are 50% Off!



**Go GREEN to the Prom by Wearing Secondhand
& You Could Win a NEW iPad and More!**
OFFICIAL RULES & PHOTOS at ThriftTown.com

