



SACRAMENTO

EARTH DAY 2011

SATURDAY • APRIL 23 • 12:30-5:30PM • SOUTHSIDE PARK

— FREE ADMISSION —

2115 - 6TH STREET, SACRAMENTO, CA 95818

FREE BICYCLE VALET PROVIDED BY SABA

EVENT PROGRAM ON PAGE 5 • MAP ON PAGE 8

**The Mayor & Councilmembers of
the City of Sacramento
Encourage you to**
**SUPPORT EARTH DAY &
ENJOY THE FESTIVAL!**



**Darrell
Fong**

**Steve
Cohn**

**Bonnie
Pannell**

**Kevin
McCarty**

**Angelique
Ashby**

**Kevin
Johnson**

**Rob
Fong**

**Sandy
Sheedy**

**Jay
Schenirer**

RACE TO SAVE THE WORLD

SACRAMENTANS CAN ALTER THE EARTH'S FATE WITH SUSTAINABLE LIVING

The Environmental Council of Sacramento (ECOS) was formed almost 40 years ago, not long after the first international Earth Day in 1970. ECOS started as a group of individuals and organizations concerned about preserving the natural environment in the Sacramento region who met to have discussions about what we could do collectively to make a difference regarding living sustainably through conversation, education, networking, developing strategies for effective advocacy and making environmental protection laws like the California Environmental Quality Act (CEQA) protect the Earth as intended. Battles have been won: air is cleaner, water is cleaner, and hazardous wastes are no longer dumped carelessly. Yet we are still battling an imminent and serious environmental disaster of immense proportions – the human contribution to the adverse effects of climate change on the Earth as we know it.

Every reputable scientific analysis shows that we cannot deal successfully with climate change unless we change the way we use our planet and we all do what we can to respect it by living sustainably (do not take out more than we replace). Local environmental activism alone is not enough any more – we need to think bigger than that. As global industrialization spreads and nations like China and India try to emulate the USA, demand for fossil fuels rise greatly. The world population, fortunately led by the example in California, needs to emphasize renewable energy like the sun and wind as opposed to fossil fuels like coal, petroleum and natural gas with their concomitant environmental destruction. If the whole world consumed resources at the rate we do in the so-called Western industrialized nations, it would take almost six Earths to supply those resources. Globally, we are currently using 1.3 Earths – and we only have one!

ECOS is opposed to “sprawl” development away from urban centers and services such as public transit, and advocates for “in-fill” residential and commercial development so people can walk and bicycle to work, the store, medical services and entertainment. The more vehicle miles traveled by gas-powered cars and trucks in our region, the more air pollution and “greenhouse gases” that cause the adverse effects of climate change in our region. Conversely, the more of us that live

climate change is irreversible unless the human race adopts a “we” as opposed to “me” worldview, and we understand collectively that all living things are connected.

When we human beings, the most intelligent inhabitants of the planet, fail to live sustainably so the natural wonders of our planet are being diminished, it defies logic. I once heard someone say that humans are the only species making ourselves extinct (not to mention all other living things that inhabit Earth). This is a

an edible front yard landscape with native California plants that will not need to be watered, installing LED or compact fluorescent lights and solar panels (there are no-money-down lease programs so that everyone that owns residential property – including rentals – can generate electricity from the sun), using less water and driving and/or sharing fuel-efficient motor vehicles when not using a bicycle or walking. The City of Sacramento (some of whose council members sponsored our Earth Day celebration this year) just approved a car-share program called Zipcars.

April 23, 2011 – the Sacramento Earth Day celebration – is an opportunity to share ideas for how we can work, live and play together in a more sustainable manner. It is a celebration of what we are accomplishing in the Sacramento area and the steps we are taking toward preserving the Earth for future generations as we plan sustainable communities. The SACOG “blueprint” that merges planning for land use, public transit and greenhouse-gas reductions in the Sacramento region,

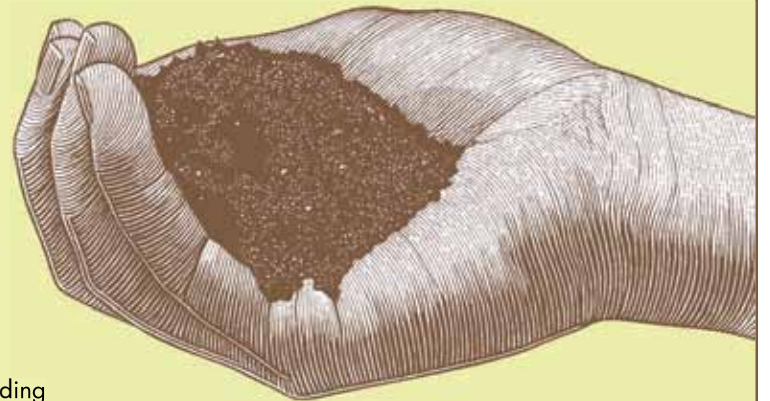
WE CAN WORK, LIVE AND PLAY TOGETHER IN A MORE SUSTAINABLE MANNER

and work in walkable communities near public transit, the better chance we have of meeting the Sacramento Area Council of Governments (SACOG) targets approved by the California Air Resources Board for reducing greenhouse gases and for the entire state to meet the standards set out in Assembly Bill 32 a few years ago.

Preserving open space, natural habitat and urban agriculture is one part of combating the adverse effects of climate change. This is outlined in the ECOS 50-year transportation vision that complements our Habitat 2020 Heartland Project (see www.ecosacramento.net). If we do not plan development intelligently, for human beings and the preservation of our planet in the long run (as opposed to short-sighted profit motives in the name of “economic development”), we cannot preserve natural habitat and the Earth as we have known it for our grandchildren and great grandchildren. The adverse effect of

crucial time for the human race. The “deniers” of “global warming” (I prefer to refer to it as “climate change,” since some people who do not understand – unfortunately including a number of federal legislators recently elected – point to the abnormal extremes of cold and snow as examples that it is not true) and the increase of catastrophic weather events due to environmental pollution both get a lot of press. What can we do to make a difference? What can we do to attempt to live sustainably?

We can do many small things like having a home office one does not have to commute to, trying little things around the house to reduce energy use like replacing a lawn with



codified in Senate Bill 375, is a step in this direction of which we should be proud. We hope you are able to join us in our free Earth Day celebration at Southside Park to learn and network with others committed to living sustainably.

JONATHAN ELLISON
PRESIDENT, ECOS BOARD OF DIRECTORS

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MOSQUITO
& VECTOR
CONTROL
DISTRICT

For information call (800) 429-1022 or visit www.FIGHTtheBITE.net



EARTH DAY

APRIL 23, 2011 • SOUTHSIDE PARK

STAGE TIMES & PERFORMERS

- 12:30 p.m. OPENING - FENIX
Sacramento's premier Afro-Caribbean dance troupe
- 1:00 p.m. CRANE CULTURE THEATER
(Sadako and the Thousand Cranes)
- 1:30 p.m. MAC RUSS
- 2:00 p.m. THE FOXTAILS
- 2:30 p.m. JON MERRIMAN
- 3:00 p.m. THE TRIST
- 3:30 p.m. SHELLEY BURNS & BILL DENDLE
- 4:00 p.m. ASK FREDERICK
- 4:30 p.m. AMBER SNIDER BAND



CRANE CULTURE THEATER SADAKO AND THE THOUSAND CRANES

Crane Culture Theater weaves the use of masks, puppets, actors, dance and live music in this Japanese story of a girl fighting leukemia in post World War II. Her family and friends help her make crane origami for her healing and ultimately, a call for world peace (Sponsored by Save Our Sandhill Cranes).

THE FOXTAILS

If there's one thing the members of The Foxtails hate it's being asked, "So what kind of music do you play?" Not wishing to be pigeonholed, they say, "We play good music." Bringing years of experience and a wealth of musical tastes and background The Foxtails have hit the ground running in 2011.

JON MERRIMAN

Solo guitar artist performing rock and pop instrumentals.

THE TRIST

The Trist is a Sacramento band showcasing the talents and imagination of its three members developed through years of musical experience. The Trist's original songs range from mid-tempo rock storytelling to heartfelt ballads and rockin' blues. It's original classic rock for the new millennium! Their music is available on iTunes and www.thetrism.com.



SHELLEY BURNS & BILL DENDLE

Well-respected jazz vocalist performing with noted banjo player.



THE AMBER SNIDER BAND

Possessing a wide emotional range and a storyteller's appeal, Amber's style has been compared to artists as varied as Ingrid Michaelson, KT Tunstall, Stevie Nicks, Sheryl Crow, Janis Joplin and Nanci Griffith.





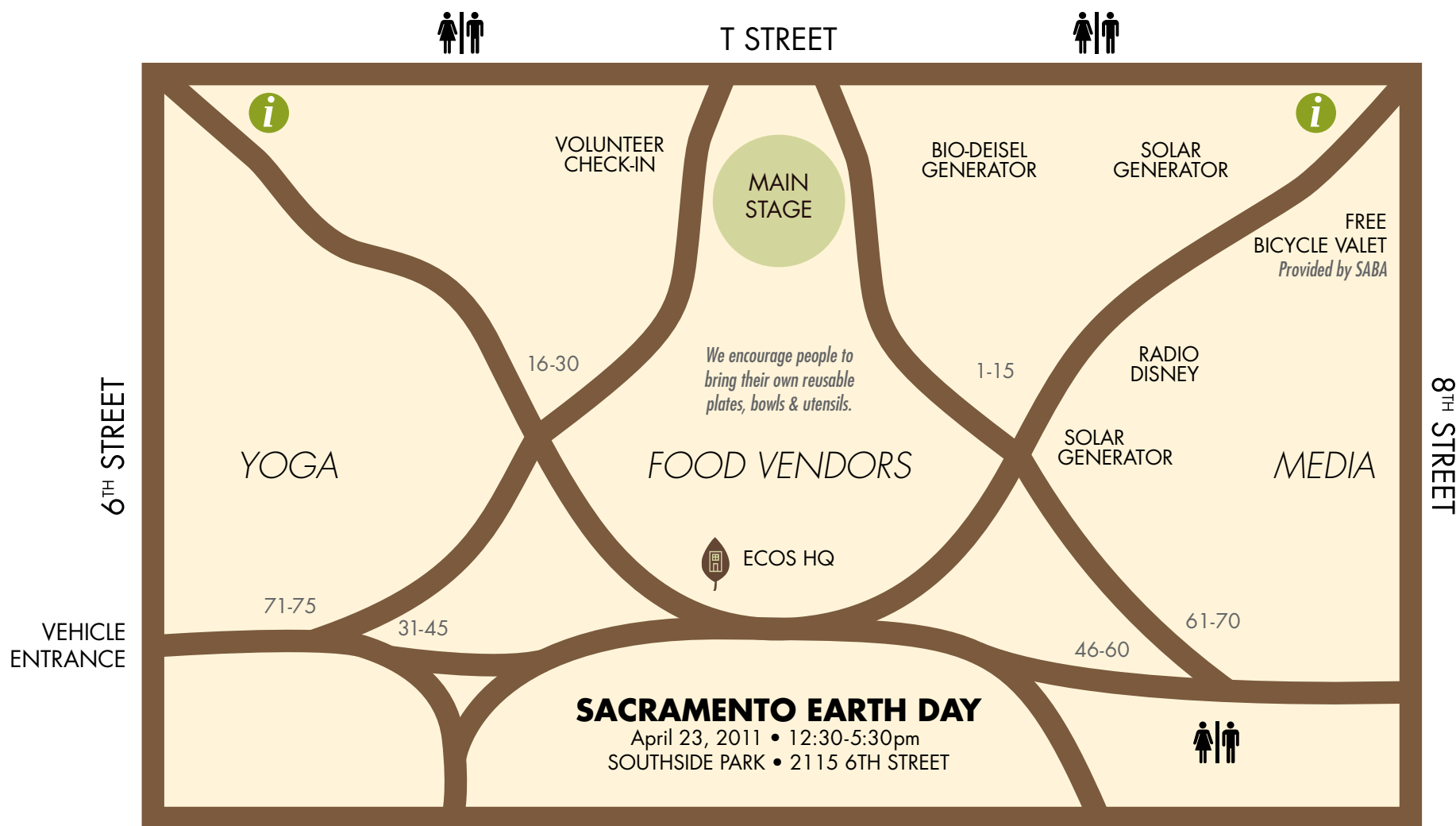
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C2221

SYRCL's WILD & SCENIC[®] FILM FESTIVAL

NORTH AMERICA'S LARGEST ENVIRONMENTAL FILM FESTIVAL COMES TO SACRAMENTO

FOOD, WATER, WILDLIFE & FUN

Sacramento Wild & Scenic On Tour is a customized selection of films from the annual festival held the third week of January in Nevada City, CA. In addition to habitat conservation, water conservation and local food and agriculture will be primary themes of this year's Sacramento Festival. A great group of organizations will be present at the event to provide information on local efforts pertinent to these issues.

The Wild & Scenic Environmental Film Festival was started in 2003 by the watershed advocacy group, the South Yuba River Citizens League (SYRCL). The festival's namesake is in celebration of achieving Wild & Scenic status for 39 miles of the South Yuba River in 1999. The 3-day event features over 125 award-winning films and welcomes over 80 guest speakers, celebrities, and activists who bring a human face to the environmental movement. Now, SYRCL is sharing their success with other organizations to bring the festival to over 100 communities nationwide. It is building a network of grassroots organizations connected by a common goal of using film to inspire activism. With the support of their National Partners: Clif Bar, Kleen Kanteen, Grist.org, Osprey Packs, Patagonia and Sierra Nevada Brewing, the festival is able to reach an even larger audience in tour venues coast to coast.

The festival is a natural extension of the host, Save Our Sandhill Cranes. SOS Cranes is a nonprofit organization dedicated to maintaining open space habitat and the conservation of the California Central Valley's Sandhill Crane populations through education, outreach, and community activism. SOS Cranes has chosen the congruent, but larger, effort, the California Heartland Project, to be the benefactor of the proceeds earned by the Sacramento Wild & Scenic Festival. The California Heartland Project seeks to create a connected network of parks, preserves, and conservation easements on working farms and ranches—creating access to open space for education and recreation, protecting the unique biological diversity found in the Sacramento Valley, and conserving our agricultural heritage.

While Sacramento has taken huge steps toward implementing smarter regional planning practices for how and where we should grow, we haven't developed a comprehensive responsible strategy for where we should not grow. SOS Cranes and the CA Heartland Project hope that these beautiful films from around the region, the country, and the world will inspire Sacramentans to action on this critical local issue.

We are working to make Wild & Scenic a lasting and rewarding annual event for Sacramento. We hope you will join us in inspiring Sacramentans to enjoy and protect our wild and scenic places close to home.

MATTHEW BAKER, ECOS HABITAT DIRECTOR

**APRIL 28, 2011,
RECEPTION: 5:30PM
FILMS: 6:30-9:45PM
THE CREST THEATRE**

1013 K St. Sacramento, CA 95814
Admission: \$10 (reception and films)
Thu 4:30-8:00pm, Fri-Sun 12:30-8:00pm,
and online at thecrest.com (tickets.com).

Join Save Our Sandhill Cranes for their 2nd hosting of the Wild and Scenic Film Festival On Tour. A benefit for the California Heartland Project: The regional conservation vision of Habitat2020, and the Conservation Committee of ECOS.

There will be wine and Sierra Nevada beer for sale. And Sacramento Natural Foods Co-op will be providing free local bites and goodies at the reception! And just as last year, there will be a raffle of great prizes and everyone gets a raffle ticket!

For more information:
www.wildandscenicfilmfestival.org

Sponsored by:



FILM PROGRAM:

GREENHORNS

(20 MIN.) Severine von Tscharnier Fleming

This spring found young farmers as unlikely poster children of a new zeitgeist. In many communities these bright 20- and 30-somethings are contributing and leading the way into a new world of agriculture, sustainability and economics.

PLEASE NOTE: This film is a 20-minute, extended trailer for a pending feature film.

www.thegreenhorns.net

WILD WATER

(25 MIN.) Anson Fogel

Journey into the soul of whitewater, into the places only river runners can go. Meet the river-people who share a deep passion for wild places, rivers and running whitewater. We cross beyond generational and experiential boundaries, even beyond whitewater, to look at the soul of adventure sports and what they mean to all of us.

www.wildwaterfilm.com

SLOW THE FLOW

(27 MIN.) Elizabeth Pepin Silva

Meet a landscaper who shocks his neighbors by putting in native landscaping. Discover a school district that goes green. Meet a nonprofit which puts gardens in the city. The projects highlighted are very low-tech, cheap, and beautiful, making a good argument for kicking back and not raking the leaves.

www.potreroindustries.com

www.surfrider.org/ofg.asp

AS IT HAPPENS

(21 MIN.) Renan Ozturk

In January 2010, Renan Ozturk & Cory Richards boarded planes bound for the Everest region of Nepal. Their goal was not only to establish a new alpine climb on 21,320 ft. Tawoche, but also to tell the story from the field. With digital cameras, solar energy, a satellite modem, and two laptops, they shot, edited, and transmitted their journey from the Himalaya. Using online social media, their story was followed by over 100,000 people in real time.

Warning: Language.

www.camp4collective.com

WILD WATER



APRIL 28, 2011

THE CREST THEATRE 1013 K ST. SACRAMENTO



TRUCK FARM

{INTERMISSION}

BROWER YOUTH AWARDS, ANA ELISA PEREZ-QUINTERO

(5 MIN.) *Earth Island Institute*

The Brower Youth Awards honors founder and legendary activist David R. Brower. The awards recognize six young people in North America annually for their outstanding activism and achievements in the fields of environmental justice advocacy. Meet the 2010 winners: Ana Elisa Perez-Quintero, De'Anthony Jones, Freya Chay, Marcus Grignon, Misra Walker, Varsha Vijay. www.broweryouthawards.org

MAJESTIC PLASTIC BAG

(4 MIN.) *Jeremy Konner*

Follow a plastic bag from supermarket to its final migratory destination in the Pacific Ocean gyre. Jeremy Irons narrates this mock, nature documentary. www.healthebay.org

TRUCK FARM

(48 MIN.) *Ian Cheney, Curtis Ellis*

From the creators of *Big Corn* (2007) and *Big River* (2009) comes *Truck Farm*. After filmmaker Ian Cheney plants a garden in the back

of his pickup, he and the *Truck Farm* set out to explore the rooftops and windows that represent NYC's newest edible oases. Featuring time machines, Victorian dancers, physicists, nutritionists, chefs, and explorer Henry Hudson. www.truck-farm.com

OPEN SPACE

(8 MIN.) *Jeremy Roberts*

Produced for Sonoran Institute, *Open Space* examines the loss of one of the West's most valuable assets, open space, which serves as a community's agricultural base and wildlife habitat. The film offers a new vision for communities and landscapes in the American West. www.conservationsmedia.com

CHANGE FOR THE OCEANS

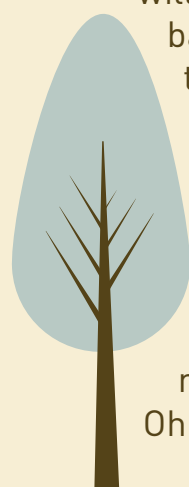
(2 MIN.) *Free Range Studios*

Change for the Oceans was created for Monterey Bay Aquarium's campaign to raise awareness about the impacts of global climate change on ocean life. We can slow the crisis by making little changes on our own and big changes together. Narrated by John Cleese. www.montereybayaquarium.org/climate/ www.freerange.com

Every day is Earth Day at the Co-op!



On Friday, April 22, the Co-op is asking you to help save a tree. We will begin charging 5¢ for every large handled paper bag used at check out (you'll still get a 5¢ credit for every bag you bring). All monies collected will go to Tree Davis. Our goal is to reduce paper bag consumption by 85% by 2012. This equates to reducing our daily bag count from 642 to just 96!



Join us at the Co-op on Earth Day between 4-6pm to learn about trees in Davis. We'll show you how to properly plant a tree and Tree Davis will be on hand to offer some great resources for do-it-yourself tree planting. Oh yeah... there will be free cake!



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