

2023 FESTIVAL REPORT

GO CIRCULAR!

18,000
attendees

191
vendors

182
volunteers

694
volunteer hours



93%

of attendees said that they seek out businesses with sustainable practices when shopping.



86%

of festival goers learned something new that they will use in the future.



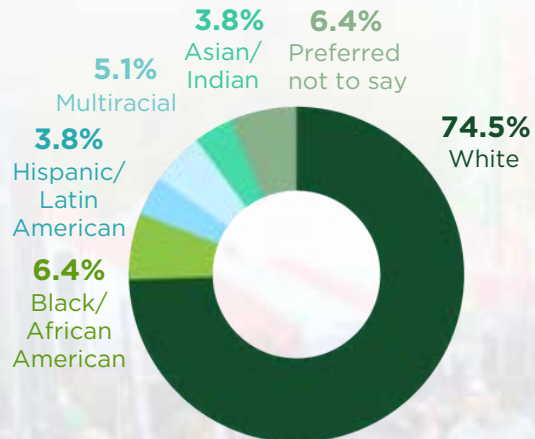
95%

of Festival waste was kept out of the landfill through our recycling & composting efforts.

ATTENDEE SURVEY HIGHLIGHTS:

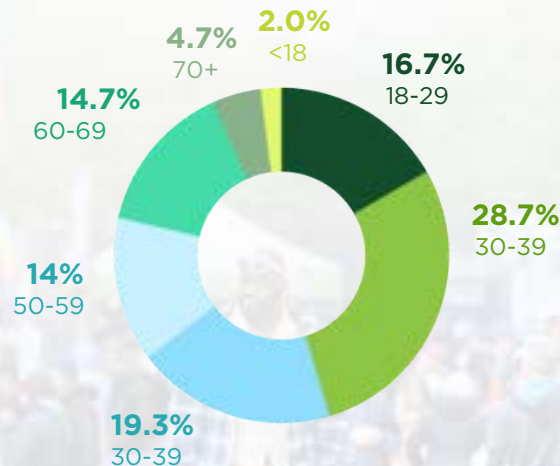
RACE/ETHNICITY

19.1% BIPOC



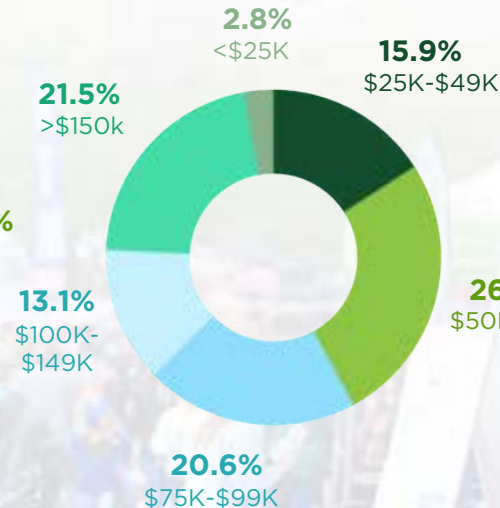
AGE

47.4% under 40



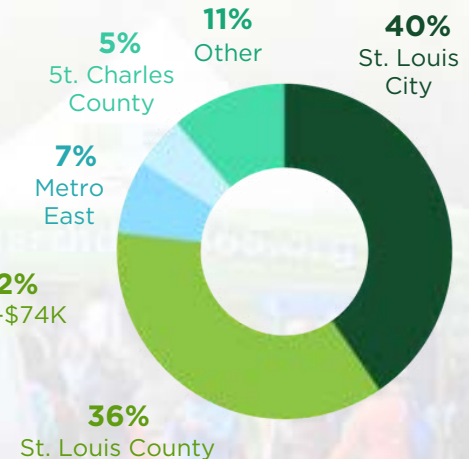
HOUSEHOLD INCOME

55.2% over \$75k/yr



FESTIVAL REACH

60+ ZIP Codes



32% first time attendees



68% returning attendees

2023 SUSTAINABILITY AWARDS

Featuring speakers Mayor Tishaura Jones, County Executive Dr. Sam Page, & St. Louis Zoo WildCare Park Director Dr. Jo-Elle Mogerman



AWARD WINNERS

- Hellbender Award** - Louise Bradshaw, St. Louis Zoo & Emily Andrews, Missouri Gateway Green Building Council
- Keystone Community Activist Award** - Tyrean Lewis, Heru Urban Farming
- Circularity in Business Award** - REFAB
- Food for Thought Award** - Old Bakery Beer Co.
- Emerging Environmental Leader Award** - Aaron Dohogne, Trash for Trees

NEW! SUSTAINABLE FASHION SHOW

Curation: Room Seven | Sponsors: HOK | Caleres



2023 FESTIVAL SPONSORS

*High level sponsors in **bold**

- 4 A Greener Game/St. Louis Cardinals

4 Hands Brewing Co

Ameren Missouri

Boeing

Caleres

Christner Architects

City of St. Louis

Edward Jones

Great Rivers Greenway

Green2Go

HOK

Lamar Johnson Collaborative

Lewis Rice

MSD Project Clear

Metro Transit

Missouri American Water
- Missouri Department of Conservation

Missouri Department of Natural Resources

Perennial Artisan Ales

Renewal by Andersen

RideFinders

Schlafly Beer

St. Louis-Jefferson Solid Waste Management District

StraightUp Solar

Subaru

Total Organics Recycling

Undeniably Dairy

Urban Chestnut Brewing Company

Washington University in St. Louis

WeDriveU

Wells Fargo

MEDIA IMPACT

Website

11,098,945
total impressions

29,587
unique visitors to
earthday365.org

80,000
page views

Social Media

262
posts about
event

9.9k
Facebook
followers

6.7k
Instagram
followers

3.5k
Twitter
followers

Media Coverage

58
earned spots

10,630,582
promotional
impressions

Including **Sauce, STL Today, St. Louis Magazine, KDHX, Healthy Planet, Terrain, St. Louis Public Radio, The Gateway Gardener, Outfront Media, Riverfront Times, KSDK & 50+ more**