

2024 REPORT

PRESENTED BY



20,300 attendees

196 vendors/exhibitors

118 volunteers

645+ volunteer hours

ST. LOUIS EARTH DAY FESTIVAL

APRIL 20-21,
FOREST PARK MUNY GROUNDS

TAKE CLIMATE ACTION!



earthday-365.org/festival

ATTENDEE SURVEY HIGHLIGHTS

34%

first time attendees

66%

returning attendees

RACE/ETHNICITY

19% BIPOC



76%	7%	5%	2%	2%	3%	5%
White	Black/ African American	Asian or Indian	Hispanic/ Latin American	Middle Eastern/ North African	Multi ethnic	Prefer not to say

AGE

52% under 40



25%	28%	14%	13%	13%	7%
18-29	30-39	40-49	50-59	60-69	70+

HOUSEHOLD INCOME

47% over \$75k/yr



9%	26%	19%	16%	15%	16%
<\$25k	\$25k-\$49k	\$50k-\$74k	\$75k-\$99k	\$100k-\$149k	\$150k+

FESTIVAL REACH

58 ZIP Codes



30%	36%	17%	8%	9%
St. Louis City	St. Louis County	Metro East	St. Charles County	Other



93%

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



85%

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



94%

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

NEW! CLIMATE ACTION ZONE



2024 SUSTAINABILITY AWARDS

Featured speakers Mayor Tishaura Jones, County Executive Dr. Sam Page, and Heather Navarro, Director of the Midwest Climate Collaborative



Special Mayoral Proclamation

Dr. Peter Raven, Founding Father of St. Louis Earth Day, President Emeritus of Missouri Botanical Garden

Hellbender Award

Aaron Young, Manager of Sustainability Planning at East-West Gateway Council of Governments

Keystone Community Activist Award

Dail Chambers, Founder, Yeyo Arts Collective; Co-Founder, Fannie Lou Hamer House; Co-Founder, North St. Louis Mindfulness Project

Food for Thought Award

SqWires Restaurant & Market

Circularity in Business Award

New Earth Farm

Emerging Environmental Leader Award

Jack McDonnell, Program Manager, Beyond Housing Forestry and Community Conservation Department



2024 FESTIVAL SPONSORS

*High level sponsors in **bold**

- 4 Hands Brewing Company
- Advantage Metals Recycling**
- Ameren Missouri**
- Better Life (Bissell)
- Caleres**
- City of Saint Louis**
- Danforth Plant Science Center
- Edward Jones
- Great Rivers Greenway
- Green2Go**
- GRID Solar
- HOK
- Jennifer Brown Engineering
- Lamar Johnson Collaborative
- Lewis Rice LLC
- Lori Strawbridge, CPA
- Metro Transit**
- Missouri American Water**
- Missouri Department of Conservation
- Missouri Department of Natural Resources**
- Missouri Propane Gas Association
- MSD Project Clear
- Perennial Artisan Ales
- Renewal by Andersen
- Republic Services**
- RideFinders
- Ripple Glass**
- Schlafly
- Seed St. Louis
- SmartHouse Heating and Cooling**
- St. Louis Art Museum
- St. Louis Cardinals/4 A Greener Game

- St. Louis-Jefferson County Solid Waste Management District**
- StraightUp Solar
- Sunset Hills Subaru**
- Total Organics Recycling
- Urban Chestnut Brewing Company
- Washington University in St. Louis**
- WeDriveU**
- WYNK Seltzer + THC

Media Sponsors

- Riverfront Times
- Sauce Magazine
- St. Louis Magazine
- St. Louis Post-Dispatch
- Terrain Magazine
- The Healthy Planet
- The Gateway Gardener

Partners

- Engraphix
- Flowers & Weeds
- Liberated Roots Collection
- Perennial
- Room Seven
- SSM Health Saint Louis University Hospital
- The Collective
- Trailnet
- Upper Limits
- World Bird Sanctuary

MEDIA IMPACT

12,071,452 total impressions

Social Media

556
posts about event

450
stories about event

7.2k
Instagram followers

10.3k
Facebook followers

Media Coverage

50 earned spots

10,661,452 promotional impressions

30,000 unique visitors to earthday-365.org