

## FOR IMMEDIATE RELEASE

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## St. Louis Earth Day Festival 2025 Brings Climate Hope

A weekend of sustainability, inspiration, and action for a greener future.

**St. Louis, MO (February 21, 2025)** – Join tens of thousands at the St. Louis Earth Day Festival, the largest Earth Day celebration in the Midwest. This free, family-friendly event takes place on April 26 and 27 at the Muny Grounds in Forest Park, 11 a.m. to 5 p.m. both days. Organized by earthday365, this year's theme *Climate Hope: The Change We Want* asks us to envision the changes we want to see as we actively shape our collective future and to celebrate the climate action wins that sustain us, now more than ever.

"The St. Louis Earth Day Festival helps to galvanize a movement to focus on solutions and connect with others who are doing the hard but necessary work of sustaining our planet in a time of crisis," says Dr. Jess Watson, Executive Director of earthday365. "We mix the serious and celebratory. Where else can you eat fufu, pick up a free tree, pet an alpaca, watch a zero-waste fashion show, and listen to great local bands, all at the same event?"

The Festival annually connects over 20,000 attendees with 200 local vendors offering engaging activities, educational resources, and sustainable products in the Green Marketplace. The Main Stage will once again host the organization's 4th Annual Sustainability Awards to recognize the region's impactful leaders with a keynote address from the new President and Director of the Missouri Botanical Garden, Dr. Lucia Lohmann.

The popular Sustainable Fashion Show will then take center stage, produced by Liberated Roots Collection, alongside a full lineup of local music, performances, and interactive programming, including local bands Monkh, Midwest Avengers, Po Mia, Aida Ade, and Drea Vocalz & The Gold Giraffe. The Community Stage will present wild bird shows from World Bird Sanctuary, a Recycling Mermaid from Amara Arts, Forest Bathing with Urban Forest Therapy, and more!

Festival goers can also enjoy the Earth Day Cafe featuring local Green Dining Alliance certified restaurants and breweries as well as the new All Vegan Zone, World Bird Sanctuary wild bird shows, BWorks' kids

balance bike course, Perennial's Repair Demo Fair, Upper Limits' climbing wall, and rejuvenating yoga sessions with The Collective STL. Nearly everything is free to experience!

The Climate Action Education Tent will teach attendees about the root causes of climate change and how our actions can make a difference with interactive activities and insights into the many social and environmental factors that drive the climate crisis. Visitors can also take the Climate Pledge, earn a badge, take a selfie in the wooden photo booth, engage with art work, and find local ways to get involved in the climate movement.

Festival goers are encouraged to participate in the Earth Day Challenge by making their experience as green as possible. Sustainable actions like taking public transit, biking or walking, bringing reusable shopping bags and water bottles, and choosing plant-based food options will earn attendees a free day pass to travel with Metro. Additionally, earthday365 is hosting a silent auction to support next year's Festival, featuring a diverse selection of unique and sustainable high-value items from local businesses. From a Missouri Botanical Garden membership, to hand-blown glass sculptures by Ethan Glassworks, to a free 2-hour event space at MaTovu, each bid supports this vibrant community event.

Sponsors include Terrabis and Wyld, Metro Transit, St. Louis-Jefferson Solid Waste Management District, Missouri Department of Natural Resources, Washington University of St. Louis, City of St. Louis, Missouri American Water, Feast Magazine, Companion Bakery, and Meridian Supply.

Join us in celebrating sustainability, innovation, and *Climate Hope* at the 2025 St. Louis Earth Day Festival! For more information, visit <u>earthday-365.org/festival</u>.