

20,500

ATTENDEES

196

VENDORS/EXHIBITORS

254

VOLUNTEERS

460

EARTH DAY CHALLENGERS

ST. LOUIS EARTH DAY FESTIVAL

APRIL 26-27

FOREST PARK MUNY GROUNDS

CLIMATE HOPE: THE CHANGE WE WANT



[EARTHDAY-365.ORG/FESTIVAL](https://earthday-365.org/festival)

ATTENDEE SURVEY HIGHLIGHTS

48%

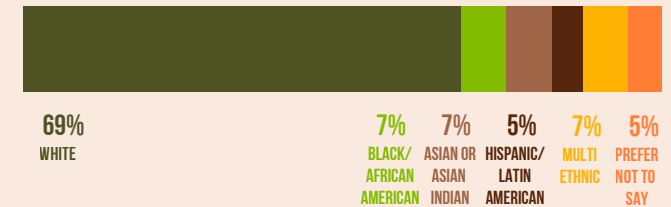
FIRST TIME ATTENDEES

52%

RETURNING ATTENDEES

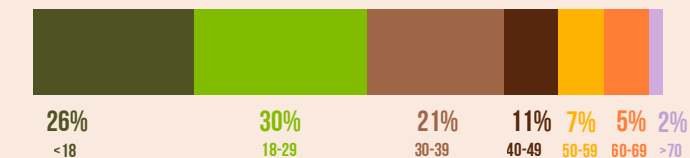
RACE/ETHNICITY

26% BIPOC



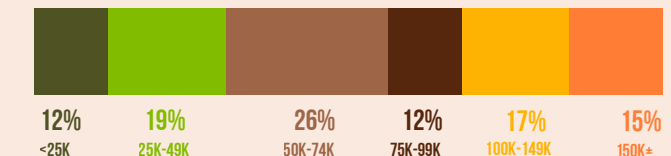
AGE

77% UNDER 40



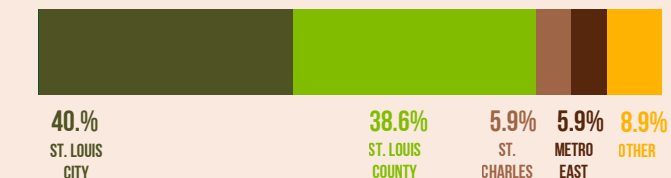
HOUSEHOLD INCOME

44% OVER \$75K/YR



FESTIVAL REACH

85 ZIP CODES



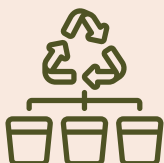
94%

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.



96%

OF FESTIVAL WASTE WAS KEPT OUT OF THE LANDFILL THROUGH OUR RECYCLING & COMPOSTING EFFORTS.

NEW: ALL VEGAN ZONE

A 100% PLANT-BASED AREA WITH 9 LOCAL EATERIES SPONSORED BY ST. LOUIS ANIMAL RIGHTS TEAM, PART OF OUR EARTH DAY CAFE.



2025 SUSTAINABILITY AWARDS

FEATURED SPEAKERS TINA MUIR, MAYOR CARA SPENCER, DR. JESSICA WATSON, AND DR. LUCIA LOHMANN, PRESIDENT AND DIRECTOR OF MISSOURI BOTANICAL GARDEN



HELLBENDER AWARD

HEATHER NAVARRO, MIDWEST CLIMATE COLLABORATIVE

KEYSTONE COMMUNITY ACTIVIST

SAMANTHA MINOR, BIOSTL

EMERGING ENVIRONMENTAL LEADER

GEENA RICHARDS, WASHU ENVIROCORPS

CIRCULARITY IN BUSINESS

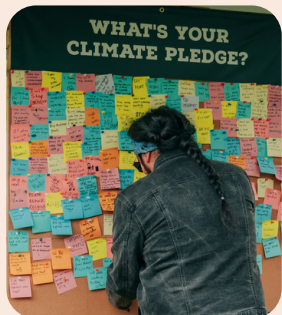
THE REFILL EFFECT

FOOD FOR THOUGHT

THE ROYALE

SPECIAL PROGRAMMING

WE HOSTED A CLIMATE EDUCATION TENT, SUSTAINABLE FASHION SHOW, DIY REPAIR DEMO, KIDS BALANCE BIKE COURSE, WILD BIRD SHOW, AND MUCH MORE!



2025 FESTIVAL SPONSORS

*HIGH LEVEL SPONSORS IN **BOLD**

4 HANDS BREWING COMPANY
BATH FITTER ST. LOUIS
CALERES
CITY OF SAINT LOUIS
CITY WINERY
COMPANION BAKERY
EDWARD JONES
ENTERPRISE MOBILITY
FEAST MAGAZINE
FOOD CITY STL
THE GATEWAY GARDENER
GREAT RIVERS GREENWAY
GREEN260
LEWIS RICE
MERIDIAN
MERS GOODWILL
METRO TRANSIT
MISSOURI AMERICAN WATER
MISSOURI DEPARTMENT OF CONSERVATION
MISSOURI DEPARTMENT OF NATURAL RESOURCES
MSD PROJECT CLEAR
NINE PBS
PERENNIAL ARTISAN ALES
RENEWAL BY ANDERSEN
REPUBLIC SERVICES
RIDEFINDERS
RIPPLE GLASS
SCHLAFLY BEER

SQUARE
ST. LOUIS ANIMAL RIGHTS TEAM
ST. LOUIS CARDINALS / 4 A GREENER GAME
ST. LOUIS CITY SC
ST. LOUIS POST-DISPATCH
ST. LOUIS PUBLIC RADIO
ST. LOUIS-JEFFERSON SOLID WASTE MANAGEMENT DISTRICT
TERRABIS
TERRAIN MAGAZINE
THE HEALTHY PLANET
TOTAL ORGANICS RECYCLING
URBAN CHESTNUT BREWING COMPANY
WASHINGTON UNIVERSITY IN ST. LOUIS
WEDRIVEU
WYLD

PROGRAMMING PARTNERS

ENGRAPHIX
PERENNIAL
SSM HEALTH - ST. LOUIS UNIVERSITY HOSPITAL
ST. LOUIS BWORKS
THE COLLECTIVE STL
TRAILNET
UPPER LIMITS
WORLD BIRD SANCTUARY



MEDIA IMPACT

556

POSTS ABOUT EVENT

7,200

INSTAGRAM FOLLOWERS

10,300

FACEBOOK FOLLOWERS

40

EARNED SPOTS

11,628,549

TOTAL IMPRESSIONS

10,661,452

PROMOTIONAL IMPRESSIONS

30,000

UNIQUE VISITORS TO WEBSITE