

MOBILIZE FOR THE EARTH



COMMUNITY ENVIRONMENTAL COUNCIL

**EARTH DAY
FESTIVAL**

APRIL 21-22, 2012

ALAMEDA PARK, SANTA BARBARA

SATURDAY 11AM - 7PM • SUNDAY 11AM - 6PM

WWW.SBEARTHDAY.ORG



Community
Environmental
Council

FESTIVAL HIGHLIGHTS:

Major Sponsor:



Over 200 Exhibitors
Solar Carport
Kid's Corner
Public Square
Eco Marketplace

Main Stage + 4 Mini Stages
Free Bike Valet
Live Animals
Healthy Food Court

Beer & Wine Garden
Ride & Drive
Green Car Show
Environmental Hero Award
Live Music & Entertainment

EARTH DAY FESTIVAL MAP

APRIL 21-22, 2012 • Alameda Park, Santa Barbara



"Dig in to healthy, local food, where all vendors are powered partially by solar."

- Barrett's Lemonade
- California Corn Roasters
- California Wood Fired Catering
- Dey Dey's Best Beef Ever
- O Street Truck
- Pop-N-Mama
- Siam BBQ
- SOL Food Kitchen

By the MAIN STAGE:
Firestone Walker beer and a variety of local wines all day.

In the GAZEBO:
Firestone Walker 805 ale served each day from 2 to 6 p.m.





SOCIALIZING & MOBILIZING
NEWBELGIUM.COM

FINISH YOUR SHIFT. START ANOTHER.

What beer do we drink when we're done making beer? The one you're about to enjoy in Shift. Canning this Nelson Sauvin hopped pale lager means everyone gets to reward their work. Or play. Or, if you're like us, combine the two and surround yourself with drinking buddies. Clock out and crack one open.


SHIFT PALE LAGER IS BREWED BY NEW BELGIUM BREWING FORT COLLINS CO



7 STEPS TO MOBILIZE FOR THE EARTH


- STEP 1** **GO CAR FREE FOR EARTH DAY - page 7**

HOW: If you're coming by bike, enter at the corner of Micheltorena and Anacapa near **BIKE WORLD** for free **BIKE VALET** service and secure parking.


 Look for the **orange flags** at the festival.
- STEP 2** **CHECK IN & MOBILIZE A MOVEMENT - page 7**

HOW: Get easy-to-view schedules, maps, and other info on our mobile site, <http://m.SBEarthDay.org>. Share your thoughts on **Facebook** (www.Facebook.com/SBEarthDay) and **Twitter** (#sbeearthday).
- STEP 3** **TEST DRIVE AN ELECTRIC CAR - page 9**

HOW: Go to the **GREEN CAR SHOW** located on Santa Barbara Street. To test drive an electric car, register at the **RIDE & DRIVE** booth, near the corner of Santa Barbara and Micheltorena. These limited slots fill up quickly, so get there early!


 Look for the **light green flags** at the festival.
- STEP 4** **MOBILIZE THE POWER OF SOLAR - page 9**

HOW: Visit the **LIVE GREEN ZONE** to talk with solar installers, the **LIVE GREEN STAGE** for presentations on solar financing, and the **SOLAR CARPORT** to see how some locals are driving on sunshine.


 Look for the **dark green flags** at the festival.
- STEP 5** **GREEN YOUR LIFE - page 13**

HOW: Connect with the hip bicycle crowd at **BIKE WORLD**, shop for clothes from upcycled materials in the **ECO MARKETPLACE**, talk with elected officials at **PUBLIC SQUARE**, get involved with school recycling at **CAMPUS POINT**, rent an electric car at the **GREEN CAR SHOW**, learn about vertical gardens at **LIVE GREEN**, and make Earth-friendly art in **KID'S CORNER**.
- STEP 6** **SHARE YOUR STORY - page 14-15**

HOW: Tell us what you are doing to live a healthier, happier, greener life. Post your thoughts on www.Facebook.com/SBEarthDay, or visit the **COMMUNITY ENVIRONMENTAL COUNCIL**, near the corner of Sola and Santa Barbara Streets.

 Look for CEC's **green and white striped tent**.
- STEP 7** **GIVE BACK - page 17**

The Santa Barbara Earth Day Festival is a free event organized by the **COMMUNITY ENVIRONMENTAL COUNCIL**. Show your support for CEC's year-round work to mobilize our region away from fossil fuels by making a simple donation. **HOW:** Text **EARTH** to **50555** and reply **YES**. Your \$10 donation will be matched by Earth Angels – **meaning your \$10 instantly becomes a \$30 gift to CEC.**

 text "EARTH" to 50555 to donate \$10
\$10 x 3 = \$30

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92.9 KJEE PRESENTS SUMMER ROUND-UP!



2012

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THE NAKED AND FAMOUS
GROUPLove

FRIDAY JUNE 1ST - 4PM - SANTA BARBARA BOWL



COMMUNITY ENVIRONMENTAL COUNCIL
**EARTH DAY
FESTIVAL**
WWW.SBEARHDAY.ORG
APRIL 21-22, 2012 | ALAMEDA PARK, SANTA BARBARA

Listen to your mother



SURFRIDER FOUNDATION



SANTA BARBARA CHAPTER

Santa Barbara Chapter 20th Anniversary
1992 - 2012
WORKING WITH YOU FOR 20 YEARS TO PROTECT
OUR LOCAL BEACHES AND COASTLINE
Stop By and Visit Us at Booth #123 on Sunday!



Community
Environmental
Council

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text "EARTH"
to 50555 to
donate \$10
\$10 x 3 = \$30
Earth Angel
matches to CEC

MOBILIZE FOR THE EARTH

STEP
1

GO CAR FREE FOR EARTH DAY

Arrive to Earth Day by foot, bike, bus, or train. Check in with an Earth Day greeter at any entrance to claim a Clif Bar or Raw Revolution reward and to register for prizes from Santa Barbara Car Free,** including:

- Passes to the Santa Barbara Maritime Museum
- MTD 10-ride passes
- A round-trip day trip for two to Los Angeles from Santa Barbara Airbus
- Private city tour for two from Dee Tours
- Tickets on the Amtrak Pacific Surfliner
- Grand Prize pair of round-trip tickets for two, including roomette accommodations from Santa Barbara to Portland or Seattle on the Amtrak Coast Starlight®

** Santa Barbara Car Free is a cooperative project founded and led by Santa Barbara County Air Pollution Control District.



Look for the orange flags at the festival.



TAKE THE BUS
Buses from all over town stop at MTD's transit center, only five blocks from Earth Day. Visit www.sbmtd.gov or call 805-963-3366 for routes and schedules.



TAKE THE TRAIN
Out-of-towners can take the train to Earth Day. Call 1-800-USA-RAIL or visit www.Amtrak.com for schedules. Plus, check out www.SantaBarbaraCarFree.org to get a 20% discount on the Amtrak Pacific Surfliner.



RIDE YOUR BIKE
Receive VIP treatment at the BIKE VALET, where your bike and gear are secure thanks to the Santa Barbara Bicycle Coalition and the CycleMAYnia crew. The largest organized group of riders will win \$250 to give to the charity of their choice, and individual bicyclists can enter to win prizes like a set of bike racks from Old Man Mountain.



BIKE WORLD Location: Near the corner of Anacapa and Micheltorena Streets.

- **Pedal-Powered Stage** - Help power our fossil-fuel-free stage by pedaling! While there, check out presentations such as Fit your Bike, Fix a Flat, and Bike Touring Tips. See the full stage schedule in this festival guide on page 19 and 21.
- **DIY Bike Repair** - Tune up your trusty steed with help from our skilled volunteers. Bici Centro will run a DIY bike repair shop in Bike World, with assistance from REI's Bike Techs and Santa Barbara Middle School Bike Monkeys.

STEP
2

CHECK IN & MOBILIZE A MOVEMENT

Imagine a world where we power our homes and offices with energy from the sun, wind, and waves, drive electric vehicles, purchase eco-smart products, and live in communities centered around people. A vision like that calls for more than a two-day festival. Help us spread the message of Earth Day into your daily life:



- Like us & check-in on Facebook: [SBEarthDay](https://www.facebook.com/SBEarthDay), [CECSB](https://www.facebook.com/CECSB)
- Follow us on Twitter: twitter.com/SBEarthDay, twitter.com/CECSB
- Add our hashtags to your tweets: [#sbeearthday](https://twitter.com/hashtag/sbeearthday) [#cecsb](https://twitter.com/hashtag/cecsb) [#greencarshow](https://twitter.com/hashtag/greencarshow) [#sbcarfree](https://twitter.com/hashtag/sbcarfree) [#livegreen](https://twitter.com/hashtag/livegreen)
- Follow us on YouTube: [youtube.com/CECSB](https://www.youtube.com/CECSB)

GO MOBILE WITH EARTH DAY

Get easy-to-view schedules, maps, and other info by visiting our mobile-friendly site: <http://m.SBEarthDay.org>. Or just scan this mobile code with your smart phone!



HELP GROW YOUR LOCAL ECONOMY

Support local green certified businesses.

These businesses have achieved certification from the Green Business Program of Santa Barbara County – making a commitment to go above and beyond typical green measures and stand on the cutting edge of sustainable business practice. Visit our website for a current list of certified businesses and learn how a local business becomes certified green.

www.greenbizsbc.org
805.705.1686

GREEN BUSINESS
SANTA BARBARA COUNTY



Community
Environmental
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MOBILIZE FOR THE EARTH

STEP
3

TEST DRIVE AN ELECTRIC CAR

Go to the **GREEN CAR SHOW** located on Santa Barbara Street. To test drive an electric car, register at the **RIDE & DRIVE** booth, near the corner of Santa Barbara and Micheltorena.

Look for the **light green flags** at the festival.



Jordan benShea

VISIT THE GREEN CAR SHOW

Imagine a world where you recharge your car at home or at a public charging station for a fraction of the cost of gasoline. Headlining this year's **GREEN CAR SHOW** at Earth Day are the new plug-in electric vehicles – including the Chevy Volt, Nissan Leaf, Toyota Plug-In Prius, new Coda sedan, and the just-released Ford Focus Electric. Now in its 13th year, the **GREEN CAR SHOW** is the largest collection of efficient, alternative-fueled vehicles between Los Angeles and San Francisco. The show also features the newest hybrids and vehicles that run on biodiesel, compressed natural gas, and hydrogen (including the Honda Clarity). Also, check out local businesses that are greening their automotive fleets, like Cox Communications, Green Star Coffee, and Verizon.

Location: On Santa Barbara Street, between Sola and Micheltorena Streets.



Courtesy of SB Car Free

TAKE A SPIN IN AN ELECTRIC CAR

Experience cutting-edge electric vehicles first hand. Take a spin in an electric car that gets the equivalent of 100 mpg, produces zero tail-pipe emissions, and reduces greenhouse gas pollution by 75%. Test drive the new Chevy Volt, Nissan Leaf, Coda sedan, Toyota hybrids, and brand new Ford Focus Electric. To participate, sign up at the **RIDE & DRIVE** booth. These limited slots fill up quickly, so get there early!

Location: At the RIDE & DRIVE booth in the GREEN CAR SHOW, on Micheltorena between Santa Barbara and Garden Streets.

STEP
4

MOBILIZE THE POWER OF SOLAR

Visit the **LIVE GREEN ZONE** to talk with solar installers, the **LIVE GREEN STAGE** for presentations on solar financing, and the **SOLAR CARPORT** to see how some locals are driving on sunshine.

Look for the **dark green flags** at the festival.

TALK TO THE EXPERTS

Tap into the power of sunshine! Solar generates electricity – providing light, heat, hot water, and energy to help power the appliances and gadgets in your home. On the **LIVE GREEN STAGE**, see live demos on energy efficiency and learn how to get financing and rebates on solar and other home upgrades. In the **LIVE GREEN ZONE**, meet contractors face-to-face to compare services and technologies.

Location: In the LIVE GREEN ZONE

CHECK OUT THE SOLAR CARPORT

Solar power can reach beyond your home to fuel your car. Check out the **SOLAR CARPORT**, built in partnership with **Solforce**, which shows how regular rooftop solar panels generate enough electricity to charge any of the new highway capable electric vehicles on the market today. Talk with car owners who have cut out visits to the gas station and now charge their cars cleanly and efficiently at home – essentially driving on sunshine.

Location: In the GREEN CAR SHOW, on Santa Barbara Street.



Jordan benShea



Michelle Kitson

Come Get a FREE Compact Fluorescent Light Bulb



And Enter in Our Hourly Light Emitting Diode (LED) Giveaway!



Visit SCEEP on Earth Day!
April 21st & April 22nd
 Alameda Park, Booth #508

Local Governments, Southern California Edison and Southern California Gas helping you save energy, money and the environment.

Programs funded by California utility customers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. Terms and conditions apply. Limit one LED and CFL per SCE customer while supplies last.



www.sceep.org

Cities of Carpinteria, Goleta, Santa Barbara, Santa Barbara County, Southern California Gas Company and Southern California Edison

SALE!

Treat your garden to the best this spring!

- 2" GENERIC WOOD CHIPSRed, Gold, Dark Brown \$35.00 yard
- SCREENED GARDEN HUMUS ...Top dresser or Soil Amendment \$28.00 yard
- BLACK BARKMulch Ground Cover..... \$18.00 yard
- PLANTERS MIX50% Soil & 50% Compost..... \$42.00 yard
- HARVEST BLEND COMPOST \$42.00 yard

15% OFF ANY PRODUCT
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We offer **ROLL OFF BINS**
 and **RECYCLE GREEN WASTE**

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 Progressiveinds.com
 962-7005

STORE HOURS: M-F 7am - 4pm / Sat 8am - Noon • 132 Garden Street, Santa Barbara

HELP KEEP OUR LANDFILLS CLEAN! THE PREMIER GREEN WASTE RECYCLE FACILITY IN SANTA BARBARA

Bringing your green waste to our recycling center where it's converted into quality landscape products that give back to the earth.



Santa Barbara's Leading Green Builder



Visit our two booths at the **Santa Barbara Earth Day Festival** April 21 & 22 at Alameda Park in the Kids' Corner & Live Green areas

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 To help you get started, Goleta Valley Athletic Club is offering
\$0 Enrollment
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Offer Valid Through 4/30/12

Pilates	Cardio Theatre	Childcare
Yoga	Basketball	Swimming Pool
Cycling	Steamrooms	Café & Bar
Rock-Climbing	Sauna	Swimming Lessons
Racquetball	Personal Training	55+ Group Classes and so much more!
Handball	6 Weight Rooms	
Zumba	Jacuzzi	

805.968.1023 • GVAC.com • 170 Los Carneros Way • Goleta

Restrictions and fees may apply.



In Celebration of Earth Day!

Bring your old electronics to our E-WASTE event and have them recycled safely

WHERE: SEARS PARKING LOT
 (Between La Cumbre and Calle Real)
WHEN: FRIDAY & SATURDAY / April 27th & 28th
TIME: 8:30 AM - 4:00 PM

What is E-Waste? E-Waste is anything that has an electrical cord or uses batteries. It is against State law to throw electronic waste in the trash.



For More Information Call: 564-5631

Proudly Sponsored By the
 City of Santa Barbara Environmental Services





GAS-FREE, 100% ELECTRIC AND AVAILABLE FOR A TEST DRIVE AT THE SANTA BARBARA EARTH DAY FESTIVAL

Be among the first to experience the 2012 Focus Electric

Make sure to visit the Ford booth at the Santa Barbara Earth Day Festival and signup for an opportunity to get behind the wheel of the all-electric 2012 Focus Electric. You can be the first to experience a Focus that never requires a drop of gas or an oil change. The 2012 Ford Focus Electric is the first five-passenger all-electric vehicle with a combined fuel efficiency rating of over 110MPGe* and with the available 240-volt charging station, you'll be able to charge the Focus Electric in about half the time of the 2012 Nissan Leaf.



*Estimate based on EPA ZEV Certification Testing.



This is your beach



This is your beach on pollution

Protect Our Ocean!

Keep trash and other pollutants out of streets, storm drains, and creeks!

Visit our booths at Earth Day:



Community Environmental Council

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WWW.SBEARTHDAY.ORG



MOBILIZE FOR THE EARTH

STEP 5

GREEN YOUR LIFE

Engage. Activate. Mobilize! The CEC'S EARTH DAY FESTIVAL is organized by ZONES to help you learn about sustainability and live greener.

To find the Eco Marketplace, look for the turquoise blue flags.

ECO MARKETPLACE

For those looking to adopt healthier, more eco-conscious lifestyles, this zone connects you to those green businesses who support a vision of consuming less and choosing products that use fewer resources. If you're looking to make more meaningful purchases, you'll find this part of the festival inspiring: shoes with soles made from recycled tires, hand-crafted clothing made from recycled fabrics or organic cotton, soap made from vegetable oils, and solar-powered reading lights.



Jenny VanSeters

To find the Public Square, look for the dark blue flags.

PUBLIC SQUARE

Public squares are meant for community gathering and civic engagement. At this year's Earth Day Festival, you have the opportunity to do just that. Take time to stop by the PUBLIC SQUARE stage as local elected officials host public office hours. Jump on the open mic and let people know about upcoming environmental events and activities, or just take a moment to say something positive to your friends, neighbors, and fellow attendees. Make sure to visit the dozens of visionary organizations and agencies that work on the front lines for the public good.



Steven Otero

To find the Live Green, look for the dark green flags.

LIVE GREEN

Sustainable communities start with you! This year's LIVE GREEN ZONE is the perfect place to gain tips and insights into how you, your friends, and your family can implement eco-practices that are fun and save money! Discover the many ways your home can be green with live demonstrations by the county's new financing program, emPowerSBC. Dig in to local food and gardening efforts in the region. Backyard poultry, beekeeping, and cooking demos are on full display, while our 'solar array' and wind turbine serve as examples of local power generation. There are even live farm animals including alpacas, chickens, and cows inhabiting the LIVE GREEN ZONE. Bring your kids and learn how to live a greener life!



Eric Isaacs

To find the Campus Point, look for the purple flags.

CAMPUS POINT

The hot spots for innovation and entrepreneurship revolve around the younger generations. This year, we highlight leading-edge efforts being implemented by students around the central coast. Come find out what UCSB, Antioch, local high schools, and others are doing to create environmentally responsible campuses. Hear about the efforts these youths are making to target waste reduction, source local and sustainable food products, and educate others about the environment. And while you're at it, introduce yourself. These are tomorrow's environmental leaders who will drive the eco-renaissance in days and years ahead!



Jordan benShea



© Matt Perko

**MEET
DIANE.**

She reduced her electricity usage by 60% by using smart power strips for her electronics and eliminating "energy vampires" - those gadgets that suck up energy even when they aren't in use. She also powers her home with solar panels. When she flips on a light switch, her electricity is generated by clean energy from the sun.



© Matt Perko

**MEET
PETER.**

He bikes from his home near La Cumbre to Santa Barbara High School, one of the target schools for the Walk and Roll program - a collaboration between CEC, Traffic Solutions, and the Bicycle Coalition. It only takes him about 15 minutes, and he loves skipping the morning traffic. He appreciates the wide bike lanes around town that make the commute easy.



© Matt Perko

**MEET
KATIE &
ALBERT.**

They didn't want to wring their hands about their family's carbon footprint any more; they wanted to do something about it. They decided to go solar and purchased an electric vehicle that can be powered by the sun. Now, they never go to gas stations and have dramatically reduced their emissions!

HOW ARE YOU GETTING OFF FOSSIL FUELS?

- Visit the Community Environmental Council booth to tell us how you've "greened" your lifestyle. We'll snap your photo, and you could end up featured in our blog!
- Post your story on our Facebook page to share it with our online community. www.Facebook.com/SBEarthDay
- Check out our blog to read about what other locals are doing to get off fossil fuels. www.CECSB.org/category/personal-stories

About CEC Since 1970, the Community Environmental Council (CEC) has led the Santa Barbara region - and at times, California and the nation - in creative solutions to some of the toughest environmental problems. CEC's mission is to identify, advocate, and raise awareness about the most pressing environmental issues that affect the Santa Barbara region. We are currently focused on building a community-based movement that weans the region off fossil fuels in one generation: Fossil Free by '33.

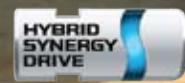
**Clean.
Local.
Now.**

GOLD COAST TOYOTA DEALERS



Proud Sponsor of the
Earth Day Festival

Meet The Prius c
The environment's favorite car.



***53/46/50 Est. MPG**

Toyota: #1 selling brand of hybrid vehicles in America**

*2012 EPA mpg ratings 53 city/46 highway/50 combined mileage for Prius c. Actual mileage will vary.

**Motorintelligence.com CY2011 Sales

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5611 Hollister Ave
Goleta, CA 93117
805-967-5611

Toyota of Lompoc
203 E. Ocean
Lompoc, CA 93436
805-736-1295

Ventura Toyota
6360 Auto Center Drive
Ventura, CA 93003
805-650-0510

DCH Toyota of Oxnard
1631 Auto Center Drive
Oxnard, CA 93030
805-988-2300

Toyota of Santa Maria
700 E. Betteravia
Santa Maria, CA 93454
805-928-3881

Toyota San Luis Obispo
12350 Los Osos Valley Road
San Luis Obispo, CA 93405
805-543-7001



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MOBILIZE FOR THE EARTH

STEP 7

GIVE BACK

The Santa Barbara Earth Day Festival is one of the main fundraising and awareness-raising events of the Community Environmental Council, an environmental leader in this region since 1970. Show your support for CEC's year-round work to mobilize our region away from fossil fuels by making a simple donation. For details on how your investment will be used, visit www.CECSB.org/donate
How: Text **EARTH** to **50555** and reply **YES**. Your \$10 donation will be matched by Earth Angels – meaning your \$10 instantly becomes a \$30 gift to CEC.



EARTH DAY FOR KIDS - KID'S CORNER

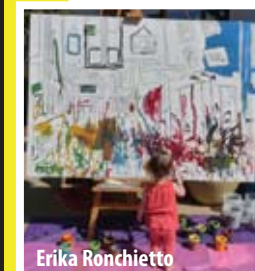
Location: Near the corner of Santa Barbara and Sola Streets.

Every vendor in the kids' area will have something fun for young ones to explore – be it art, craft, or hands-on exploration. This year is one not to be missed!! **KID'S CORNER**, organized by the Learningden Preschool, is ready to engage youngsters in two full days of green fun and education, including:

Look for the **yellow flags** at the festival.



Eric Isaacs



Erika Ronchietto

- **KID'S CORNER** mini-stage with live music, fitness, and dancing
- Art creation station by Green Dream
- Live farm animals, including a baby cow, goats, turkeys, alpacas, and more
- Music class with Putnee
- Interactive and collaborative art project with the Purple Crayon
- Face painting by Maria (all-day Sunday)
- Rock climbing wall with UCSB Adventure Program
- A quiet area for breastfeeding mothers and children

Don't miss your chance to meet a mermaid and make a fish wish for the sea. StaySea Mermaid will be in the **KID'S CORNER** from 1 to 3 p.m. on Saturday and Sunday.



Courtesy of Staysea Mermaid

Mainstage Performance for Kids!
Location: On the Main Stage.
OzoKidz – a project of the wildly popular Los Angeles based band **Ozomatli** – will bring their lively music to the masses at 2:30pm on Sunday.



Q: What's the best way to beat outrageously high gas prices?
A: Ride Santa Barbara MTD!



Ride **MTD** buses to work, school, events – and the **Earth Day Festival**.

www.sbmtd.gov

(805) 963-3366

Ride Santa Barbara MTD

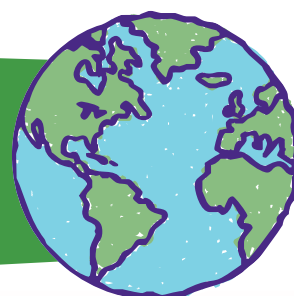
MTD
Santa Barbara

info@sbmtd.gov

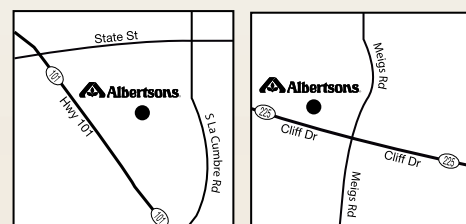
Google Transit

@SantaBarbaraMTD

We're proud to be green!



- Albertsons is pleased to announce that two stores in Santa Barbara have reached zero waste classification.
- Over 95% of all waste products from both stores are recycled, reused or composted.



3943 State St.
Santa Barbara 93105
805.967.5685

2010 Cliff Dr.
Santa Barbara, 93109
805.966.5011

For more info, stop by the Albertsons booth.



EARTH DAY FAMILY PASSPORT

Location: Pick up your Earth Day passport at the Santa Barbara Car Free booth in Bike World, near the corner of Micheltorena and Anacapa.

Ready to explore the festival? With the Family Passport (in both English and Spanish), you'll travel to 8 stations around the festival to learn about recycling, race a miniature solar powered car, a spin the wheel to accept an Eco Challenge. Get your passport stamped after each visit – when your booklet is full, head to the **KID'S CORNER** to collect a cool prize. Along the way, you'll find lots of other booths with activities for kids, so give yourself plenty of time!

LOOK FOR THESE ICONS

Exhibits offering activities for kids:



Exhibits with a family passport station:



Exhibits offering information in Spanish:
Busque este icono en las exhibiciones que ofrecen información en español:



Materiales o actividades previstas en español.

Earth Day



Mark & Brian
5-10AM



Dwight Arnold
3-7PM



2012

WWW.1063THESURF.COM



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to 50555 to
donate \$10
\$10 x 3 = \$30
Earth Angel
matches to CEC

EVENT SCHEDULE SATURDAY APRIL 21

MAIN STAGE

11:00am	Bad Jack/Lily & Marley/ NAN & The Wha Wha's	Rock out to rock sounds from classic to alt folk from these youth artists.
12:00pm	Ralph Torre Franca	Groove to this melody-driven Folk-Pop that crosses all genres.
12:45pm	Freakin' On Speakers	Dance along with vibes from Swing, Rock, Blues, and Funk.
1:30pm	Rainbow Girls	Get mesmerized by original music with melodic and eerie harmonizing.
2:00pm	We Ride Differently	Groove to a traditional song about biking. Presented by Dons Net Cafe.
2:15pm	Santa Barbara Dance Arts	Student dance companies rock the main stage with their hip-hop performance.
2:45pm	Little Owl	Slip into the spell of Ambient, Indie, and New Wave goodness.
3:45pm	Micah Brown	Move to a mix of Blues, Folk, Soul, and Rock-n-Roll.
4:45pm	St. Anne's Place	Get your feet moving to a blend of Blues, Psychedelic, and Soul.
5:45pm	The Kinds	Keep dancing with these jamming local tunes.
6:25pm	Calle Real	Jam to Modern and Roots Reggae.

BIKE WORLD

11:00am	Bike Monkeys	Hear about SB Middle School's bike touring and Bike Monkey's. Presented by Jesse Kasehagen.
11:30am	What is Bici Centro?	Find out about Santa Barbara's Do-It-Yourself Bike Center. Presented by Robert Caiza.
12:00pm	Fix a Flat Tire	Address that thorn in your side: a flat bike tire. Presented by Mike Vergeer.
12:30pm	Go Ergo: Fit Your Bike To You	Learn how to adjust your seat, handlebars, and bike equipment. Presented by Ed France.
1:00pm	Theft Proof Your Bike	Avoid another bike theft by learning how to secure your bike properly. Presented by Bikestation.
1:30pm	History of the Bike	Explore the features of classic bikes from the 1930's-1960's. Presented by Don Riders and Friends.
2:00pm	How to Make a Low Rider	Customize your bike to reflect different riding styles. Presented by Don Riders.
2:30pm	Adjust Your Suspension	Tune your mountain bike for better suspension. Presented by Velo Pro Staff.
3:00pm	Shifting Gears: Electronic and Simple	Learn how to change and adjust your gear outfit. Presented by Fast Track Bicycles.
3:30pm	From Mountain Bike to Commuter Bike	Walk through a few easy steps to take your bike from rugged trails to smooth roads. Presented by Matt Dobberteen.
4:00pm	Prepare to Bike Tour	Learn what it takes to go on a multi-day adventure on your bike. Presented by Mike Vergeer.



LIVE GREEN

12:00pm	Backyard Food Gardening	Learn to grow a backyard garden sustainably. Presented by Owen Dell.
12:30pm	Home Upgrades Made Affordable	Learn how homeowners can finance upgrades to enhance home comfort, health, and efficiency. Presented by Angela Hacker and Ashley Watkins of emPowerSBC.
1:00pm	The Alpacas are Back!	Watch as live alpacas have their fur spun into yarn! Presented by Hayley Jessup.
1:30pm	Is Your Home High Performance?	Find out how to minimize home energy expenditures. Presented by Jon Heffner of Allen Associates.
2:00pm	Backyard Poultry	See live chicks and learn about urban poultry. Presented by Brenton Kelly, Quail Spring.
2:30pm	Home Energy Nightmares	Solutions for common home energy problems. Presented by Jon Heffner of Allen Associates.
3:00pm	Local Seafood	Get cooking tips about local seafood resources, including how to fillet a fish and prepare sea urchin. Presented by Stephanie Mutz.
3:30pm	Making the Wind Work for You	See how bike parts and surfboard fiberglass can make a wind turbine. Presented by Tyler Anderson.
4:00pm	Demos and Desserts	Learn how to prepare a delicious raw dessert. Presented by Melissa Costello, founder of Karma Chow.
4:30pm	Rebates for Going Solar	Get the scoop on rebates available when you go solar. Presented by Ana Gonzalez, California Solar Initiative.

KID'S CORNER

11:00am	Music with Putnee	Sing along to morning tunes with the family. Presented by Putnee.
12:00pm	Mommy and Me Yoga	Practice fun and simple yoga poses. Presented by Climb Time Yoga.
1:00pm	Mommy and Me Fitness	Participate in a fun and easy workout session with the family. Presented by Mommy and Me.
2:00pm	We Be Jammies	Dance to live, unplugged music on the mini-stage. Presented by We Be Jammies.
3:00pm	South Coast Karate Demonstration	Strengthen mind and body in a high energy karate session. Presented by South Coast Karate.
4:00pm	Guppy Golf	Practice your hand at golf in this activity for 3-7 year olds. Presented by Guppy Golf.
5:00pm	Stretch and Grow	Physical education including exercises, nutritional facts, and lifestyle choices. Presented by Stretch and Grow.
6:00pm	Lillibit's Dream Book Reading	Listen to engaging short stories and fiction. Presented by Melody Sullivan.

PUBLIC SQUARE

11:00am	Say Something Nice	Set a tone for positive community engagement.
12:00pm	Public Service Announcements	Make announcements about upcoming events and activities for your organization or community project.
1:00pm	Office Hours: Assembly Member Das Williams	Assembly Member Das Williams hosts public office hours at Earth Day.
2:30pm	Office Hours Congresswoman Lois Capps	Congresswoman Lois Capps hosts public office hours at Earth Day.
4:00pm	Office Hours: Santa Barbara City Councilmember Cathy Murillo	SB City Councilmember Cathy Murillo hosts public office hours at Earth Day.

Come walk, bike, bus, train CAR FREE to EARTH DAY

Bike, walk, ride an MTD bus or shuttle, or take Amtrak® to Earth Day!

Check in Car Free at BIKE WORLD and ENTER TO WIN!

GRAND PRIZE:

Round-trip tickets for two including roomette from Santa Barbara to Portland or Seattle on the **Amtrak Coast Starlight®** (amazing views and meals included).

Other prizes include passes to the **Santa Barbara Maritime Museum**; a **Santa Barbara Airbus** daytrip for two to Los Angeles to visit museums and the Farmers Market, **SBMTD 10-ride passes**, a private **city tour for two** from Dee Tours, and tickets on the **Amtrak California Pacific Surfliner®**.



For information on how to get to Earth Day Car Free visit

www.SantaBarbaraCarFree.org

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APRIL 21-22, 2012

ALAMEDA PARK, SANTA BARBARA
SATURDAY 11AM - 7PM • SUNDAY 11AM - 6PM
WWW.SBEARTHDAY.ORG



EVENT SCHEDULE SUNDAY APRIL 22

MAIN STAGE

11:00am	Ecletic Flow Yoga with Romi Cumes	Relax with a special outdoor community yoga class.
12:00pm	Capoeira Sul da Bahia	Brazilian martial art combining music, dance, acrobatics and community. Presented by Professor Chin & Students
1:00pm	Hula Hoop Workshop	Hula Hooping at the main stage lawn.
1:30pm	Environmental Hero Award	Honor the life and legacy of activist Selma Rubin.
2:30pm	OzoKidz	Join Ozomatli band members for a show that will leave kids dancing and grinning from ear to ear.
3:35pm	Little Indian/Paola Jiminez	Let the tunes of this Indie/ Folk singer and songwriter sink into your soul.
4:30pm	Chris Pelonis	Enjoy music that aims for a better world.
5:20pm	The Mutineers	Dance to boot stompin' music for the soul.

BIKE WORLD

11:00am	Goleta Valley Cycling Club	Find out the rides and activities of this open club. Presented by Doris Phinney.
11:15am	Theft Proof Your Bike	Avoid another bike theft by learning how to secure your bike properly. Presented by Bikestation.
11:30am	Fix a Flat Tire	Address that thorn in your side: a flat bike tire. Presented by Mike Vergeer.
12:00pm	Go Ergo: Fit Your Bike To You	Learn how to adjust your seat, handlebars, and bike equipment. Presented by Bici Centro Crew.
12:30pm	Prepare to Bike Tour	Learn what it takes to go on a multi-day adventure on your bike. Presented by Mike Vergeer.
1:30pm	History of the Bike	Explore the features of classic bikes from the 1930's-1960's. Presented by Don Riders and Friends.
2:00pm	Helmet Fitting	Get tips for purchasing a helmet and adjusting it properly. Presented by Kim Stanley-Zimmerman of COAST.
2:30pm	About the Pedal Powered Stage	Discover how this stage uses electricity generated by pedaling bicycles. Presented by Ed France.
3:00pm	What is Bici Centro?	Find out about Santa Barbara's Do-It-Yourself Bike Center. Presented by Bici Centro.
3:30pm	From Mountain Bike to Commuter Bike	Walk through a few easy steps to take your bike from rugged trails to smooth roads. Presented by Matt Dobberteen.
4:00pm	Gold Sprints	Race against a friend or family member on this pair of stationary bikes.
4:30pm	We Ride Differently	Groove to a traditional song about biking. Presented by Dons Net Cafe.



LIVE GREEN

11:00am	Live Music with Glendessary Jam	Revel in old time fiddle tunes from the Appalachian Mountains. Presented by Glendessary Jam.
1:00pm	Backyard Beekeeping	Discover how to bee keep and use equipment according to regulation. Presented by Paul Cronshaw.
1:30pm	Laundry to Landscape	Tap into information about how to conserve water using your laundry wash water to irrigate. Presented by Daniel Wilson.
2:00pm	Eat Locally Grown Food	Learn about local food resources, events, and more. Presented by Krista Harris of Edible SB.
2:30pm	Is Your Home Leaking Air and Money?	Discover solutions to combat the problem of unsealed homes in Santa Barbara. Presented by Jon Heffner of Allen Associates.
3:00pm	Vertical Gardening	Check out how vertical gardening can solve space limitations. Presented by Oscar Carmona of Healing Grounds Nursery.
3:30pm	Home Insulation for Comfort	Choose the right insulation for your home after attending this workshop. Presented by David James of Insulate SB.
4:00pm	Dey Dey's Best Beef Ever	Learn about local food resources such as meat, egg, and milk providers. Presented by John deBruin.
4:30pm	Home Nightmares	Hear about solutions for common home energy problems. Presented by Jon Heffner of Allen Associates.



Courtesy of Melissa Costello

KID'S CORNER

11:00am	Story Telling	Lose yourself in riveting stories. Presented by Waldorf School.
12:00pm	SB Children's Choir Performance	Ease into the afternoon with a performance by this youthful local music talent. Presented by SB Children's Choir.
1:00pm	Mommy and Me Fitness	Get moving with a fun and easy workout for the whole family. Presented by Mommy and Me.
2:00pm	Capoeira Performance	Practice martial arts inspired by music and dance. Presented by Sul de Bahia.
3:00pm	South Coast Karate Demonstration	Strengthen mind and body in a high energy karate session. Presented by South Coast Karate.
4:00pm	Music with Molly	Play an instrument in an Interactive music class for all ages. Presented by Molly Sullivan.
5:00pm	Stretch and Grow	Exercise while learning about nutrition and lifestyle choices. Presented by Stretch and Grow.

PUBLIC SQUARE

11:00am	Say Something Nice	Set a tone for positive community engagement.
12:00pm	Public Service Announcements	Make announcements about upcoming events and activities for your organization or community project.
1:00pm	Office Hours: County Supervisors Salud Carbajal and Doreen Farr	1st District Supervisor Salud Carbajal and 3rd District Supervisor Doreen Farr host public office hours at Earth Day.
2:30pm	Office Hours: County Supervisor Janet Wolf and Goleta Mayor Ed Easton	2nd District Supervisor Janet Wolf and Goleta Mayor Ed Easton host public office hours at Earth Day.
4:00pm	Office Hours: Santa Barbara Mayor Helene Schneider	Santa Barbara Mayor Helene Schneider hosts public office hours at Earth Day.

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- Free Mulch Program
- Solar Energy Program
- Construction, Demolition and Bulky Item Recycling Program
- Clean-Burning Natural Gas (CNG) Collection Vehicles and Fueling Station
- Bio-Diesel Fuels
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Community Environmental Council

APRIL 21-22, 2012

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text "EARTH" to 50555 to donate \$10
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EXHIBITORS

VENDOR	BOOTH
Africa Schools of Kenya / Beads of Esiteti	305
Agri-Turf Supplies, Inc.	513
Air Pollution Control District / Santa Barbara Car Free	159
Albertson's	325
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Alpacas at West Ranch	515
Angels Foster Care	718
Anomaly Trading Co.	341
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Art From Scrap	214
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Aya Papaya	339
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Bici Centro / DIY Bike Repair Station	Bike Valet
Blue Dolphin Alliance	120-121
Bragg Health Institute	323
Building Performance Specialists	535-533
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C4 - U.S. Green Building Council (Sunday Only)	Green Car Show
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California Fuel Cell Partnership	Green Car Show
California Los Padres American Chemical Society (Sunday Only)	110
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California Solar Initiative	507
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CODA Automotive	Green Car Show
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Cox Communications / Fleet Car	Green Car Show
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DCH Lexus of Santa Barbara	Green Car Show
DEEP	308
Dey Dey's Best Beef Ever / Food Booth	Food Court
DeyDey's Best Beef Ever / Live Animal	723
Eco Lawn and Garden	538
Edible Santa Barbara	523
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Electric Star Power Bicycles	Green Car Show
Elephants Umbrella Fund	153
Environmental Defense Center	212
Environmental Education for the Next Generation	704
EPMOV	304
EV Connect, Inc.	Green Car Show
FalunDafa UCLA	109
First Solar	510
Fit Buddha	332-333
Ford Motor Company	Green Car Show
Friends of the Santa Barbara Library	152
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Ganna Walska Lotusland Foundation	504
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Golden Path Alchemy	330
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Graham Chevrolet	Green Car Show
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KRRF The Surf 106.3	Main Stage 3
KRUZ 97.5	Main Stage 3
KSBL - KLITE 101.7	Main Stage 4
KTVD 99.9	Main Stage 4

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BLUE + GREEN GUIDE

MAY 17TH

965-5205

Is Your Child Care



GREEN?

GreenCare for Children is a local, free program that helps child care providers create a safe, healthy, and sustainable environment. Our GreenCare Providers know what it means to be green, from asthma to organics, cleaners to conservation, because they have taken the GreenCare Pledge. Has your child care program made the commitment to being green yet?

GreenCare Providers make every day Earth Day:

Angel Family Child Care • Beit Hayeladim Preschool • Bright Start the Early Years cdc • CAC Carpinteria Head Start • CAC Coronel Headstart • CAC Cuyama Head Start • CAC Filmore Center • CAC Goleta I & II • CAC I Center Head Start & Chestnut Early Head Start • CAC Los Ninos Head Start • CAC Meridian Head Start • CAC Tanglewood Head Start • Candace's House • Cate Early Learning Center • Cathedral Oaks Nursery School • Creative Care for Children • Discoveries Learning Centers at Bright Horizons • Elena's House Daycare • First Presbyterian Early Childhood Center • Garden Preschool • Glasgow Family Childcare • Growing Babies Preschool • Handprints Day Care • Harmony Preschool • Hubert Family Day Care • I Love Learning • Isla Vista Children's Center • Kids Korner Cabrera Family Day Care • Kinderkirk Preschool and Daycare Center • Little Angels Preschool • Little Bugs Daycare • Little Promises • Little Woods Preschool • Melody Day Preschool • Mira Child Care • Nancy Kelly Infant Care • Nichols Family Daycare • Precious Moments Home Daycare Preschool • Quality Time Child Development Center • Rios Family Child Care • Robert Bruce State Preschool • Santa Barbara Garden Montessori • Santa Barbara Montessori School • Santiago's Family Child Care • Seasons Preschool • Seedlings • Somerset Pre-School & Child Care • Starr King Parent Child Workshop • St. Mary's Pre-School • Stone Soup Child Care • Storyteller Children's Center • Sunflower Children Montessori • Sunshine Childcare Center • The Learningden Preschool • The Looking Glass Infant and Early Years Program • Zaca Center Preschool



For more information:
GreenCareforChildren.org



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Book signing to follow

- Explore the West Coast National Marine Sanctuaries with Jean-Michel Cousteau (NEW release)
- My Father, The Captain: My Life with Jacques Cousteau

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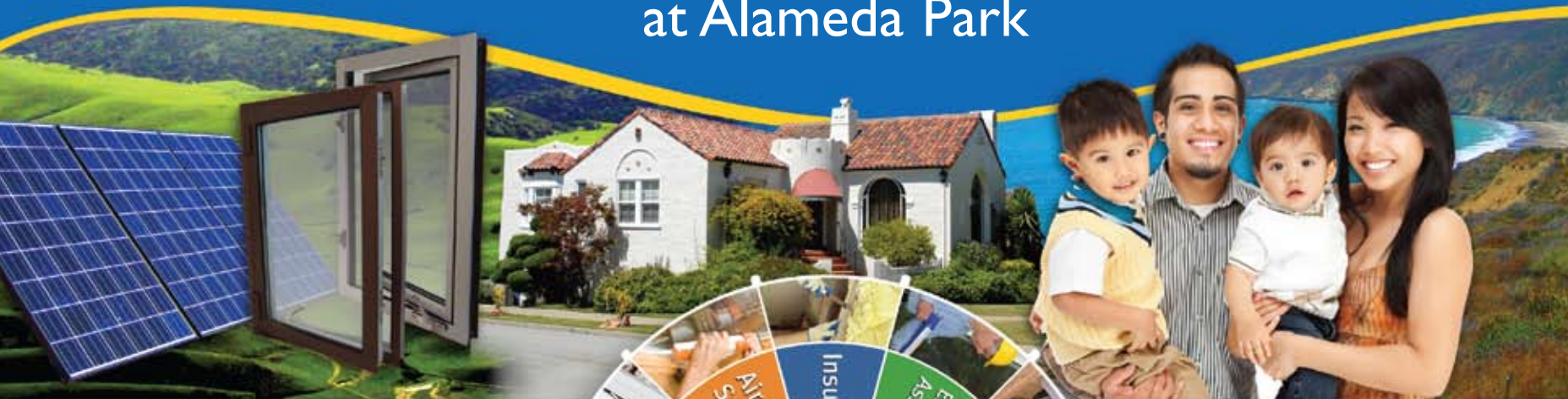


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emPowerSBC is proud to participate in Santa Barbara's Earth Day Festival on April 21 & 22 at Alameda Park



Please join us at our emPowering Santa Barbara County homeowners booth in the Live Green area to:

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- Brigit Otero
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- Bud Bottoms
- Building Performance Specialists
- California Solar Electric
- Caribbean Coffee Company
- CASA Magazine
- Central Coast Water
- Clipper Windpower
- Coast Cart Inc.
- CODA Automotive
- D. Shelton Studios Inc.
- Dave Fortson
- DEEP Magazine
- Dons Net Café - SBHS
- Dr. Timothy Rodgers
- Edible Santa Barbara
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- Isla Vista Bicycle Boutique
- Johanna Wright
- Jordan benShea
- KDB Radio
- Katie Davis
- Kevin Steele Photography
- Key 2 Fitness
- Love Mikana
- Lunch Box Yum
- Macky World
- Masco Contractor Services of California
- Matt Perko Photography
- McGowan Guntermann
- Megan Packard
- New Noise Music Foundation
- Nicole Schon
- Noozhawk LIVE
- Otha Cole
- Outdoor Adventures, Inc.
- Pacific Coast Business Times
- Paul Mitchell the School Santa Barbara
- Primary Color
- Rabobank
- Raw Revolution
- Samy's Camera
- Santa Barbara Bank & Trust
- Santa Barbara Bicycle Coalition
- Santa Barbara Botanic Garden
- Santa Barbara Bowl Foundation
- Santa Barbara Channels
- Santa Barbara Computer Recycling
- Santa Barbara Middle School
- Santa Barbara Public Market
- Santa Barbara Seasons
- Santa Barbara Yoga Studio
- Sarah Clark
- Skip Stecker
- Surf Media Communications
- The Tent Merchant
- Traffic Solutions
- Wendy Read
- Whole Foods Market

Special Thanks to our Earth Angels:
 Jennifer Cushnie and Dennis Allen
 Diane Boss
 Jean and Dave Davis
 Aurora and Rick Grimm
 Bonnie and Dick Jensen
 Kathy and Paul Relis
 Sally Warner-Amett and Dr. G. William Amett
 Jules Zimmer





Thank You Clean Creeks Certified Businesses!

The City of Santa Barbara congratulates these businesses for taking important steps to protect local creek and ocean water quality on Earth Day and every day!

Certified Restaurants

The 805 Deli 135 E. Carrillo St.	Coffee Cat 1201 Anacapa St.	Los Arroyos 1280 Coast Village Rd.	Paradise Café 702 Anacapa St.	South Coast Deli 10 E. Carrillo St.
Aldo's Italian Restaurant 1031 State St.	Derf's Café 2000 De La Vina St.	Louie's California Bistro 1404 De La Vina St.	Peet's Coffee & Tea 1131 State St.	Starbucks Coffee 1235 State St.
Arigato Sushi 1225 State St.	D'Vine Café 205 W. Canon Perdido St.	Mackenzie Market & Deli 3102 State St.	Pierre Lafond Wine Bistro 516 State St.	Starbucks Coffee 539 State St.
A Slice Pizza Paseo Nuevo	El Paseo Restaurant 813 Anacapa St.	Marmalade Café La Cumbre Plaza	Pizza Mizza La Cumbre Plaza	Starbucks Coffee 800 State St.
Backyard Bowls 331 Motor Way	Elements Restaurant & Bar 129 E. Anapamu St.	McConnell's Ice Cream 201 W. Mission St.	Roy 7 W. Carrillo St.	Starbucks Coffee 3815 State St.
Bitterman's Deli 5 W. Canon Perdido St.	Fresco Café 3987 State St. (Five Points)	Meun Fan Thai Café 1819 Cliff Drive	Rusty's Pizza 232 W. Carrillo St.	Starbucks Coffee 1046 Coast Village Road
Blenders in the Grass 720 State St.	Garrett's Whale Tale Deli 1114 State St.	Milk & Honey Tapas 30 W. Anapamu St.	Rusty's Pizza 15 E. Cabrillo Blvd.	Starbucks Coffee 1990 Cliff Drive
Blue Agave 20 E. Cota St.	Giovanni's Pizza 3020 State St.	Muddy Waters Café 508 E. Haley St.	Rusty's Pizza 3731 State St.	Starbucks Coffee 3957 State St.
The Brewhouse 229 W. Montecito St.	Giovanni's Pizza 1905 Cliff Drive	Natural Café 361 Hitchcock Way	Sambo's Restaurant 216 W. Cabrillo Blvd.	Super Cucas 626 W. Micheltorena St.
The Burger Bus www.theburgerbus.com	The Good Cup 1819 Cliff Drive	Natural Café 508 State Street	Scolari's Market 222 N. Milpas St.	Taffy's Pizza 2026 De La Vina St.
California Pizza Kitchen Paseo Nuevo	The Harbor Restaurant 210 Stearns Wharf	Our Daily Bread 831 Santa Barbara St.	Shalhoob's Restaurant 632 Santa Barbara St.	Three Pickles 128 E. Canon Perdido St.
Casa Blanca 330 State St.	Jeannine's Bakery 15 E. Figueroa St.	The Palace Grill 8 E. Cota St.	Shoreline Beach Café 801 Shoreline Dr.	Via Maestra 42 3343 State St.
Chuck's of Hawaii 3888 State St.	Jitters Coffee 728 State St.	Panino 834 Santa Barbara St.	Silvergreens Restaurant 791 Chapala St.	Wahoo's Fish Tacos 511 State St.
Chuck's Waterfront Grill 113 Harbor Way	Los Arroyos 14 W. Figueroa St.	Panino 1014 Coast Village Rd.	Sojourner Café 134 E. Canon Perdido St.	Whole Foods Market 3761 State St.

Certified Mobile Washers

A & A Window Cleaning (951) 522-1762
Aficionauto Mobile Detailing (805) 705-5197
The Auto Detailing Teacher (805) 448-5132
Evershade (805) 962-9700
Impeccable Image (805) 679-3267
Pacific Coast Powerwash (805) 455-1537
Quality Wash & Detail (805) 570-1076
SB Pressure Washing (805) 896-5433
SB Water Works (805) 884-0215
Sun Shine Auto Detail (805) 729-1925
Treat the Leak (805) 896-1864

Certified Automotive Businesses

A's Automotive (805) 963-8243	Higgins Muffler & Brake (805) 564-1033	Powell Garage (805) 962-6163
Autohaus Salzburg (805) 884-9915	HP Autowerks (805) 966-3200	Precision Autobody (805) 963-3993
Ayers Automotive Repairs (805) 962-7316	Imported Auto Service (805) 965-6142	Richard's Accurate Import (805) 962-1741
Blanquette Automotive (805) 963-3883	International Autohaus (805) 965-8012	Schneider Autohaus (805) 962-8015
Bowman's Auto Repair (805) 965-5051	Jess Union Services (805) 965-1629	Smog-It (805) 564-4948
Clark Motors (805) 966-3649	Lang Motors (805) 965-5671	Superior Brake & Alignment (805) 962-1417
Cory Motors (805) 965-4581	Lara Auto Repair (805) 963-1096	SwedeMasters (805) 962-6633
The Engine Company (805) 965-6789	Moto Loco (805) 899-2453	Tire Pros (805) 963-8977
Fast Lane Oil Change (805) 962-8735	Muller & Goss (805) 962-1613	Under the Hood Auto (805) 962-9699
Haik's German Autohaus (805) 965-0975	Munoz's Auto Repair (805) 963-1121	

For more information, stop by our booth at the Earth Day Festival, visit www.sbcreeks.com, call us at (805) 897-2658, or Like us on Facebook at www.facebook.com/SBCreeks