



**TriGreen Development L3C**  
400 Water Street, Suite 205  
Rochester, MI 48307  
[www.trigreen.biz](http://www.trigreen.biz)

**CONTACT: Steve Rogge**  
steve@trigreen.biz  
248.535.9390

**WHAT: MI Earth Day Fest**

**WHEN:** April 22<sup>nd</sup> -25<sup>th</sup>, 2010 - Thursday 7-9pm, Friday 12pm-11pm, Saturday 10am-11pm and Sunday 10am-5pm

**WHERE:** Downtown Rochester at 3rd & Water Streets

## **MICHIGAN'S LARGEST EARTH DAY CELEBRATION RETURNS TO ROCHESTER**

### **100,000+ Expected to Enjoy Expanded Program and Schedule**

**ROCHESTER, MI** – February 17, 2010 – April 22<sup>nd</sup> will mark the 40<sup>th</sup> anniversary of Earth Day, the world largest secular event, celebrated by over one billion people in 150 countries. TriGreen and the Rochester DDA will present Michigan's largest Earth Day event, the **MI Earth Day Fest**. The festival will be held April 22<sup>nd</sup> thru April 25<sup>th</sup> in downtown Rochester and will showcase leadership in green products, services, business, government and non-profit initiatives. It will welcome an anticipated audience of 100,000 people interested in learning about earth-friendly and healthy living.

The **MI Earth Day Fest** will offer a full weekend of free exhibits, education and entertainment for all ages. A Preview Party will kick-off festivities on Earth Day, Thursday April 22<sup>nd</sup>, and will feature the first annual MI Earth Day Awards (\$25). On Friday, a free Green Careers Fair will be held from 9am to 4pm. Exhibits will open from 4pm to 7pm, immediately followed by the Party for the Planet (\$10), hosted by Rochester Mills Beer Co. On Saturday, the fun starts with an Earth Day parade at 10am, followed by the opening of exhibits and festival activities at 11am and a second Party for the Planet at 7pm. On Sunday, a trail run will start at 10am and festival exhibits and activities will run from 11am to 5pm.

The **MI Earth Day Fest** is free and open to the public. It will offer over 200 green and wellness exhibits; kids corner arts and activities; organic food and drink; Connections Café community-building; stage and street entertainment; renewable energy equipment; home improvement and energy conservation; electric and hybrid vehicle displays; green home and garden products; contests and door prizes; presentations and films; gifts and art fair exhibits; farmers' market; petting farm; free massage and wellness classes; and many more healthy and green living resources.

The **MI Earth Day Fest** is being produced by TriGreen Development L3C, a Rochester company formed, by the same management team that produced last year's Rochester Earth Day Expo, to focus on green economic development. Event partners include Rochester City and DDA, Oakland County Planning and Parks, and the Michigan Department of Labor and Economic Growth. Several community leaders are scheduled to appear including County Executive L. Brooks Patterson and U.S. Rep Gary Peters. Sponsors include Whole Foods Market, Renewal by Andersen, Bauer Power, Frank Rewold & Son, Trent Design and Mind, Body & Spirits - Inspired Dining. For further information, visit [www.miearthday.com](http://www.miearthday.com) or email [info@trigreen.biz](mailto:info@trigreen.biz).

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