



**Greater Sudbury
Environmental Network**

**Réseau environnemental
du Grand Sudbury**

We seek to protect and enhance the environment by promoting geographic, economic and environmental awareness in the Greater Sudbury basin and adjacent regions.

Earth Day Background

- Celebrated every April 22, Earth Day is the largest, most celebrated environmental event worldwide.
- More than 6 million Canadians join 500 million people in over 180 countries in staging events and projects to address local environmental issues.
- Nearly every school child in Canada takes part in an Earth Day activity.

Earth Day in Greater Sudbury

- CREATE positive public awareness for existing and developing environmental solutions in Greater Sudbury
- ENCOURAGE citizens to take environmental action in their communities.
- MAINTAIN the positive celebration of Earth Day annually.

- Over 5,000 people attended the 2007 Earth Day Festival
- 85 green organizations and businesses as well as 7 food vendors exhibited



- Outdoor seating area, entertainment stage and green vehicles



- Hay Rides, children's activities and workshops



2007 Stats

- Over 50 volunteers
- Advertising campaign with print media, television, web and media coverage
- A series of environmental articles in 3 local papers as a lead up the event
- Radio interviews
- Energy supplied by Bullfrog Power
- Many community partners gave support to this event through in kind donations and/or financial support

2008 Earth Day Festival

- Anticipate over 100 vendors



2008 Earth Day Festival

- Restaurants offering local food



2008 Earth Day Festival

- Local French & English music acts and live entertainment



2008 Earth Day Festival

- Children's area with activities, entertainment and a Mascot Reunion



Earth Day Festival Committee is grassroots with members from:

- Nickel District Conservation Authority
- Junction Creek Stewardship Committee
- Greater Sudbury Environmental Network
- Eat Local Sudbury
- EarthCare Sudbury
- Sudbury and Area Food Security Network
- Centre de santé communautaire

Benefits to Greater Sudbury

- This is becoming recognized provincially as a leading Earth Day celebration
- Attendance has doubled over the last 2 years and we expect continued growth – this is a clear signal that the environment is a priority to our citizens.
- Over 90 organizations and businesses with a green mandate get featured – another testament to the importance of the environment

Opportunities for growth

- Possibility for increased tourism and enhanced partnership with other groups (i.e. Science North)
- Excellent venue for community education on initiatives, events and programs happening in Greater Sudbury (i.e. green bins pilot project)
- Businesses with an environmental mandate are showcased which in turn can stimulate local economic development
- Downtown Sudbury sees an increase in patronage and is featured as a destination

Thank You to the City of Greater Sudbury:

- Tables and chairs
- Green Bins / Organic Waste support
 - Free bus fare with a coupon
- Financial contribution for marketing materials through EarthCare
- Donations from Members of Council

YOU ARE INVITED!
Saturday April 19th 10AM – 5PM
Downtown Market Square

