

EVENT DATES: May 22 & 23, 2010
LOCATION: Silver Lake neighborhood of Los Angeles



Contact: Linh Ho
(323) 206-6491
hello@linhhopr.com

For Immediate Release
March 1, 2010

“SILVER LAKE JUBILEE IS ONE OF LOS ANGELES’ ‘GREENEST’ MUSIC AND ART FESTIVALS”

(Los Angeles)– Los Angeles, known for its lethargic freeways, smog and innumerable number of cars, happens to also be a city that values its green spaces, sustainability and environmental responsibility. As a first annual music and arts festival, Silver Lake Jubilee aims to continue the progression of Los Angeles as an eco-friendly city by implementing environmentally responsible initiatives before and during the festival. The Jubilee also seeks to serve as model for other festivals of how a “lean, green” festival can operate.

Waste is a big problem for many events, from literature to plastic bags and bottles, to food waste. One of the main goals for the organizers of Silver Lake Jubilee is to divert 90% of this waste that might otherwise end up in landfills. The Jubilee collaborated with Sustain LA, a consultancy group that advises organizations and business on eco-friendly practices, to help the festival come up with waste diversion guidelines for this Zero Waste event. Owner Leslie VanKeuren created a plan of action for the festival, its participants and also festival-goers to achieve this end:

- Bottled water free event
- No single-use plastic bags, Styrofoam or other non-recyclable containers at festival
- Implementation of food waste recycling and training for food vendors
- Food must be served in biodegradable and compostable containers
- Recycling and composting during the festival through appropriated bins
- Limiting flyers and other paper literature at festival

In addition to these initiatives, the Jubilee is working with Mimeos, a consultancy group based in LA, to further offset its carbon footprint by generating a large portion, if not all of the energy needed for the festival through solar power energy. Also, a free bike valet will be available and the festival encourages Metro ridership. For more information about the Jubilee and its eco-friendly initiatives, visit the official website at: www.silverlakejubilee.com

About: The Silver Lake Jubilee is a two-day music and arts festival celebrating the eclectic cultural enclaves of Silver Lake, Los Feliz, Echo Park and surrounding areas. The festival is organized under the Los Angeles Arts and Athletics Alliance, a community non-profit.

#

Los Angeles Arts and Athletics Alliance

www.silverlakejubilee.com • events@silverlakejubilee.com • 323.251.0199