

19th ANNUAL ECOFEST Express

THE FESTIVAL NEWSLETTER

SEPTEMBER 30, 2007

ECOFEST'07: THE ENVIRONMENT REIGNS

(New York City) : For the past 19 years, ECOFEST has been committed to educate the public on the importance of preserving natural resources, to bring awareness about eco-problems, present new technologies, and call to action on environmental issues. It has always been an event where New Yorkers could come away with new perspectives and visions of a better world. When Climate Change took over the news in the past year, the relevance of ECOFEST was highlighted with the integrity of the exhibits, the state of the art technologies, the concern for animal rights and care, the platform for environmental groups, good health and entertainment. ECOFEST 2007 was the place where New Yorkers were able to learn; enjoy healthy food, learn with the seminars and have their children introduced to eco-friendly practices in the Recycling Olympics, crafts and entertainment. New York City is leading the country with innovative solutions to reach the goal of being one of the greenest big cities in the US. This ambitious goal can only be accomplished with bold laws, effective enforcement and the participation of everyone. ECOFEST does the job of bringing the necessary relevance of eco-practices to all aspects of everyday life, with its broad outreach allowing people of all ages, classes and races to naturally incorporate what they learn. This has made ECOFEST a powerful tool to reach NYC goals.

ECOFEST has always been a vehicle for change, but in 2007, with the environment suddenly being THE reigning important issue, the impact of the event was significantly



The Lincoln Center Plaza was filled with color and movement welcoming the public for ECOFEST

higher: it was in the families checking out rescued pets for adoption from the NYC Animal Care and Control, the information that key environmental groups, including the Sierra Club, Friends of Animals and Riverkeeper, the variety of organic fashions at the Eco Fashion Show, the content of the seminars at the Environmental Conference, the Children's activities subtly reaching and entertaining kids on recycling and creating art from nature, the incredible new technologies at the SEOTO Alternative Fuels Display, government agencies and institutions, gifts, healthy food and water filters and amazing entertainment on the Solar Powered Stage. ECOFEST 2007 was a complete day of fun and entertainment and the collaboration of all involved has been the continuation of a solid commitment for the environment.

ECOFEST is a free-admission event that is supported by eco-active agencies like NYSERDA, NYC DOT, Port Authority of NY/NJ, NYS Public Service Commission, NYS D.E.C. NYC Parks and Recreation and the NY Power Authority and concerned companies like BP, Toyota, Lexus, GM, Brita, Nissan, Battery Park City Authority, Fedex/Kinko's, Volvo and Ford and Media sponsors including E-Environmental Magazine, Time Warner Cable, ABC Channel 7, IMPACTO Latin News, NY House Magazine, Big Apple Parent, WNYC and CD101.9 and Emmis Communications.

ALTERNATIVE FUELS: THE WORLD'S BEST OPTION!



NYC Transit Hybrid Bus



Toronto's Blue Sky Solar team prototype car

The SEOTO (Sources of Energy Other Than Oil) Display has presented Solar, Electric, Hybrid and Natural Gas vehicles and bringing to the public state of the art information on Alternative Fuels. The University of Toronto Solar Car Team from Ontario, Canada brought their prototype Solar Cars. TOYOTA Hybrid Prius and Lexus first Hybrid SUV were displayed as top of the line market cars that are available to the public. The amazing Dieselution Display by Volkswagen turned heads with a giant truck with inter-

active exhibits where the public could learn about all research and development of clean diesel.

An MTA Hybrid Electric Bus and a Parks and Recreation Police Segway, Ford Escape, Myers Motors added to the variety of display vehicles.

ECOFEST is a leading advocate for their implementation and use of alternative energy choices in everyday life. With Climate Change concerns they are the World's best choice and the SEOTO display addresses the issue effectively and informatively.



TOYOTA displays their highly successful Hybrid Prius and the hot new Lexus hybrid.



Volkswagen Dieselution display at 62nd Street

Photos: Marc Weissman

Unveiling of the official ECOFEST POSTER and more at Tavern on the Green



Nanci, Luis and LeRoy Neiman

Producer Nanci Callahan hosted the ECOFEST Press Conference at Tavern on the Green, Friday, September 1st. With sponsor representatives, from NYPA, NYSERDA, NYPSC, TOYOTA, GM, performances and displays of solar and electric cars gave the press plenty to talk about.

At the ceremony, the unveiling of the Official Ecofest Poster and Program featuring the winner of the ECOFEST POSTER CONTEST, a West Side Cultural

Center program in association with NYCATA/UFT. This year's winner was Dominican born Luis Canela, 5th grader from PS1B and LeRoy Neiman. News and TV crews were given a preview of upcoming ECOFEST attractions as well as the GM and Lexus cars.

Tap-dancer Traci Mann performed as a hot teaser to Sunday's Great NY Tap-In on the World solar Stage.

The ACC pup created high interest in the ECOFEST pet adoption pro-



The fabulous fashions of Thistle and Dunn

ENVIRONMENTAL CONFERENCE: SOLUTIONS FOR A BETTER FUTURE



The 14th Annual ECOFEST Environmental Conference was once again presented in the ECOFEST tent. Moderated by radio personality Josh Dorfman of The Lazy Environmentalist, the panel discussions addressed the following topics: What is Climate Change and Why we need to act now! With Tara De Porte from the

Lower East Side Ecology Center; Socially Responsible Investments with Bruce Kahn from Smith Barney Consulting Group; Introduction to Biomimicry with Mark Dorfman of the Biomimicry Guild; Sustainable Design with Robert Politzer founder of Green Street Construction & Consulting; Alternative Energy in Transportation with

Amanda Friesen, Blue Sky Solar Team Leader from the University of Toronto, Canada; and Non-Standard Health Enhancements with Gary Null, Alternative Health Guru.

The Conference Tent was at full capacity in all seminars and presentations and Q&A were exciting with dynamic participation by the audience.

Photos: Chaz Scardino

ECOFEST 2007 – PHOTO GALLERY



Sierra Club at Ecofest



Moveable American Museum of Natural History



The Amazing Ken at the Children's Area



Soap Sculptures by Vermont Soapworks



Energy Drinks at the Health Area



The incredible Cardboard furniture



Displaying her craft paper flowers



Performers: Michael and Marisa



Arlene Kamens face painting



The Environmental Education Conference tent at the Plaza



The Pet Adoption Van at 62nd Street



Free eco-craft projects for children and families



The Ecofest/Kiwanis Recycling Olympics



NYPD goes Segway

ECOFEST SOLAR STAGE WAS ALL DAY ACTION: MUSIC, DANCE AND THE ECOFASHION SHOW



Harold "Stumpy" Cromer



The Big Apple Lindy Hoopers

The World Solar Stage, powered by the Sunweaver Energy from New Hampshire, presented a selection of diverse performers such as, the mystic sounds of Laraaji, the funk and soul of Blacksmith and Guyanese rhythm of Menes de Griot. A special performance by Vicky Natale with the George Gee Orchestra. MC Dave Street began activities at 11am. All performers at Ecofest are selected for their talent and commitment to the environment. The Great Tap In for Clean Tap Water, featured Mable Lee, Harold "Stumpy" Cromer and the Young Hoof-

ers. Hosted by Traci Mann and Dan Clemente the tap-in was accompanied by the George Gee Orchestra.

The 2007 ECOFASHION Show proved again that organic and eco-friendly is also chic and practical. The show was a multimedia performance with fashions for all occasions: from casual to eco-glamorous, including fabulous designs from Earth



The EcoFashion Show Finale

Speaks, Annatarian, Beyond skin shoes, Convoy, Deity Aton, Jak Designs, Moo Shoes, Showroom Four Hundred, Thistle and Broom, Living Planet, Manale, and Verse Jeans. The variety and versatility of the fashions were a proof that we all can look great and help the planet.



Living Planet's fashion

The Sand Mandala Installation: an Unforgettable Ceremony to the Earth



Venerable Lama Yignyen Tenzin completes the Sand Mandala at the Damrosch Park

The Installation of a sacred Tibetan Sand Mandala, with the Venerable Lama Yignyen Tenzin was once again a highlight of Ecofest. The Sand Mandala is a traditional Tibetan artwork that fills sacred designs with millions of colorful grains of sand that are slowly laid into place in an ancient

spiritual art form. The elaborate process of the painting is a ritual which is explained step by step by the Venerable Tenzin Yignyen as he does it. Ecofest audience is encouraged to participate in the process until the end of the afternoon, when the temporary artwork was dismantled and disposed in the Lincoln Center Plaza fountain along

with hundreds of people, many of them children, who followed the Venerable Tenzin to the fountain

The Ven. Tenzin Yignyen was born in Tibet and entered the Namgyal Monastery in Dharamsala, India in 1969 where he studied monastic ritual and philosophy. He was ordained as a monk by His Holiness the Dalai Lama receiving the monastery highest degree. This is his third time at Ecofest.



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