



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

