

TAHOE greenFEST

The logo for Tahoe GreenFEST features the word 'TAHOE' in a brown, serif font. To the right of 'TAHOE' is a decorative green vine with leaves and swirls. Below 'TAHOE' is the word 'greenFEST' in a green, sans-serif font.

FOR IMMEDIATE RELEASE

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SiGBA Announces 2nd Annual Tahoe greenFEST, Green Living Expo Saturday-Sunday July 10-11, 2010 at the Kings Beach Plaza

Truckee, CA – July 1, 2010 – The Sierra Green Building Association (SiGBA) announces its second annual green living festival. This carbon-neutral event in Kings Beach, California will feature businesses with interactive booths promoting their green products and services. Learn more about the newest technologies in renewable energy, innovative methods of sustainability, and ways we can all do our part to conserve the beauty and natural resources of our planet. All while enjoying live music, organic foods, beer and wine, yoga and massage. There is something planned for every age group and every walk of life. This is a zero waste event you don't want to miss!

Tahoe GreenFEST™ is a fun weekend event at the Kings Beach Plaza and North Tahoe Events Center, 8318 North Lake Boulevard, Kings Beach, California. The event promotes sustainability and green living. Exhibits are open from 9 a.m. to 5 p.m. on both days. On Saturday, the band will be playing in the beer garden until 9 p.m. This year's band line-up includes Catherine Scholz Acoustic, DJ Jason and Co., Etch Groove, Reverb Nation, Truckee Tribe, and Wild Mountain Honey. Other attractions include artists, a farmers market, Dr. Solar for children, and yoga and massage by Gem Mountain Massage.

New this year is an eco-conference on Sunday, July 11 from 10:00 a.m. to 2:00 p.m. at the North Tahoe Events Center in Kings Beach. The keynote speaker is Walter Haefeker, a beekeeper from Bavaria and President of the European Bee Keepers Association who will speak at 11:00 a.m. Walter will be speaking on "the honeybee as bio-indicator," and he will discuss why beekeepers in all parts of the world are raising alarm and what health of the honeybee can tell us about the condition of our environment. Walter is featured in a film called "Nicotine Bees" which will be screened on Monday night, July 12 at the Washoe County Commissioner's Chambers, 1001 E. Ninth Str. Reno, NV, from 7pm to 9pm. The film is free and cosponsored by the Northern Nevada Apiculture Society and greenUP!

Other GreenFEST speakers on Sunday, July 11, are Gary Bowen who will speak about Community Gardens at 10 a.m.; Carol Perry from Reno Transportation Commission will speak about Walkable Communities at 10:30 a.m. At 1:00pm, Madonna Dunbar from Keep The Sierra Green will speak about benefits of the regional green business recognition program. Other speakers are planned.

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The event is open and free to the public. Participants who make a \$10 donation to SiGBA (\$5 for children) will receive a "live green-build green" wristband, entering them in the raffle, and getting access to other assorted benefits throughout the event.

Sponsors:

The electricity used to power the fun and festivities will be carbon-neutral, generated on site by Bently Biofuels using fuel produced from locally recycled cooking oils. SiGBA's zero waste set-up is being managed by Waste Not, Incline Village General Improvement District (IVGID) and Full Circle Compost.

An electric car display is being organized by the Electric Auto Association of Northern Nevada. We invite electric car owners in the region to bring their cars to greenFEST where they will receive VIP parking and free charging.

Sierra Nevada Brewing Company is sponsoring SiGBA's beer garden. Other beer suppliers include Truckee-based Fifty-Fifty Brewing Company and Reno based Buck Bean Brewing Company who together will provide a variety of locally and regionally produced beers for the event.

Other sponsors include Advanced Green Builders, Inc., greenUP!, North Tahoe Chamber of Commerce, North Tahoe Events Center, North Tahoe Public Utilities District, Electric Auto Association of Northern Nevada, and Tully-Wihr Company.

Exhibitors:

SiGBA expects 50 green exhibitors including Advanced Green Builders, American Clay, Apollo Olive Oil, Arkin Tilt Architects, Asia, Bently Biofuels, Dr. Solar, Eagle Ridge Fire Safe Council, EcoBlue Products, Electric Auto Assoc. Northern Nevada, Electric Radiant Heat, Envirolution, Frontier Angel Soap, Frozen Fantasies, Fruit sellers Fresno, Full Circle Compost, Gem Mountain Massage, Genoa Trees & Landscape Materials, Grass Valley Grains, Green Building Systems, Inc., greenUP!, Hamilton Solar, Hand to Land Flower Farm, Independent Power Corp., Innovative Solar, Kelseyville Wine Co. & Olive Mill, Lorien Powers Jewelry, Mariel Crystals, Nevada County Free Range Beef, Quail Lane Press, Reverse Aging Naturally, Sierra Energy Professionals, Sierra Nevada Brewing Company, Sinclair Family Farms, Sunsmile Farms, Sugar Pine Foundation, Sunvelope Solar, Sweet Sierra Cupcakes, Tahoe Creamery, Tahoe Green, Tahoe Media Group, Tahoe Solar Designs, Tahoe Regional Planning Agency (TRPA), Tully Wihr Company, Vitruvian, Waste Not (IVGID) & Tahoe Water Suppliers Association (TWSA).

Sierra Green Building Association (SiGBA) is leading the Sierra region into a new sustainability era. Its mission is to educate and promote environmental building and business practices for a sustainable lifestyle in the Sierra Nevada communities. SiGBA is a 501c3 not-for-profit tax-exempt organization. For more information about Tahoe greenFEST or Sierra Green Building Association, visit www.sigba.org.

Press and media, contact Donna Walden at (949) 306-3465 or donna@sigba.org.

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