



Vroman's Earth Day Celebration Saturday, April 19, 11am – 4pm

* ON VROMAN'S OUTDOOR STAGE:

11:15 – 11:45: *Ten Thousand Villages* will do a presentation on "Fair Trade 101", the relationship between environmentalism & social justice, and the ties between our use of resources and the impact it has on other countries.

12 – 12:30pm: Presentation from **Deborah Tull**, a sustainability coach certified in Permaculture Design, Bio-Intensive Organic Gardening, and Compost Education who has traveled the world studying sustainable communities.

12:45 – 2pm: Live music TBA.

2 – 2:50pm: Author/naturalist, **Christopher Nyerges**, will do a talk on the uses of wild plants and various ways to survive in the wilderness. Books will be available for purchase and signing.

3 – 3:45pm: Eco-friendly fashion show co-hosted by **All Shades of Green**

3:55 – 4pm: **Critical Mass** will talk briefly about the bike crew and their mission before taking off for an Earth Day ride.

4pm/PARKING LOT: **Critical Mass** will host a bike ride around town that leaves from the Vroman's lot. Enjoy the festivities, then ride!!

* PARTICIPATING VENDORS & ORGANIZATIONS:

Green Truck – They'll be parked in the Vroman's lot all day!! Serves healthy, gourmet food in a fast & efficient way! As *LAist.com* wrote, it's the taco truck's "evil [read: good] twin".
www.greentruckonthego.com

Wholesome Cakes – Specializes in made-to-order 100% whole grain organic-quality cupcakes. All ingredients used are guaranteed fresh, organic and fair trade certified. Creams and butters are from hormone-free cows not treated with rbST. Fresh eggs are from cage & antibiotic free, vegetarian fed hens. Raw organic sugars, fresh & locally produced organic fruit in season, real fruit oils and extracts are used. Premium quality Green & Black's organic chocolate products and pure Madagascar Bourbon Vanilla beans and extracts are also used. Sprinkles? Yes. They are all organic, dyed with natural food coloring. NO preservatives. NO trans fat. NO artificial flavors and colors. NO high fructose corn syrup. ONLY wholesome stuff!
www.wholesomecakes.com

The Soap Kitchen – Featured on Huell Howser's CALIFORNIA GOLD!! our mission is to provide a healthy alternative to mass-produced commercial soaps, shampoos and shower gels which can contain harmful toxins and chemicals. Here in our kitchen, we hand-make our products from scratch using only the finest essential oils and herbs to create an all natural multisensory experience, free from synthetic fragrances, colors or preservatives. By refining and



modernizing age-old methods, we have committed to preserving the earth, the animals and the environment, one handmade bar at a time... www.thesoapkitchen.com

All Shades of Green – Featured on yourLA!! *All Shades of Green* is a retail store, design center, and educational hub in Silver Lake that serves as a meaningful resource for Angelenos who want to “go green,” from head to toe, kitchen to garden, and home to office. We provide sustainable products of all stripes from clothing to building materials, along with the tools, guidance, and inspiration to live eco-consciously in all aspects of life while enjoying beautiful, earth-friendly things. www.allshadesofgreen.net

Path to Freedom - *Path to Freedom* strives to inspire individuals to “*think globally, act locally*” by motivating them to live a simpler and more fulfilling life on the path to eco-stewardship. www.pathtofreedom.com

Whole Earth Builders – Founded by Lance Charles, *Whole Earth Builders* celebrates abundance and clean energy in building. www.wholeearthbuilders.com

Organic Rush – Featured in *Los Angeles Magazine* and *Family Circle*!! *Organic Rush* is a socially-conscious company whose mission is to make a positive difference in the lives of others and our environment by offering high-quality organic, natural and eco-friendly products. www.organicrush.com

Jill’s Paint – Will be featured in the Earth issue of *Pasadena Magazine*!! Provides no/low VOC and environmentally-friendly paint & craft supplies that are in line with the nation’s most stringent agency: the SoCal AQMD. www.jillspaint.net

Design Forward - *Design Forward* is a residential design firm promoting the use of Sustainable and Green Building, Straw Bale Construction, Renewable Energy, and Recycled Products. www.designforward.net

Ten Thousand Villages-Pasadena - A locally operated non-profit retail store, governed by a volunteer board of directors and staffed by over 70 volunteers and a small part-time paid staff. The Pasadena store is one in a network of over 100 *Ten Thousand Villages* fair trade stores in North America whose efforts improve the economic status of tens of thousands of artisans by providing income for food, education, health care and housing. www.pasadenavillages.com

Lucky Earth Car Wash – The famous “waterless car wash”! *Lucky Earth* products clean all solid surfaces such as paint, glass, fiberglass, plastic and chrome. Containing organic soaps/surfactants and other high-quality organic ingredients, it can be used on a wet/dry surface. It dissolves dirt and creates a non-stick surface. The difference is clear: unlike traditional car wash and polishing solutions, *Lucky Earth* uses alternatives that do not create harmful fumes and toxic residues. www.luckyearth.com

Green Clean L.A. – The *Green Clean* mission is to enhance, educate and enrich the lives of the people of Los Angeles by providing the conscious choice in cleaning services. By making the eco-friendly choice, you are making a difference for your home, your family, and the planet. *Green Clean* is here to take great care in making any space green, clean and clear – not only through the use of natural, non-toxic, environmentally-friendly products and techniques – but with attention to detail, energy, and love. www.greencleanla.com