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FOR IMMEDIATE RELEASE

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### Central Ohio to Host Largest Earth Day Volunteer Event (in the Universe)

Columbus, Ohio – April 14, 2010 – Final preparations are being made for *Earth Day 2010: The Update*, which is expected to include the largest Earth Day volunteer effort in the world (and universe). *Earth Day 2010: The Update* is a two part event that includes volunteer opportunities at over 120 sites across central Ohio during the weekend of Saturday, April 17<sup>th</sup> and Sunday April 18<sup>th</sup>, as well as a celebration at Franklin Park on Thursday, April 22<sup>nd</sup> – the calendar Earth Day.

Tad Dritz, Director of Green Columbus, the organization behind Earth Day in central Ohio, joked “Columbus is poised to host the largest volunteer Earth Day event in the universe.” Adding, “where else would they celebrate Earth Day other than on Earth? So, that certainly limits the competition from other solar systems and galaxies.” Here on Earth, no other city puts the same emphasis on community service, opting instead to focus on festivals.

In total, non-profit organizations, churches, schools and community groups are hosting 125 volunteer worksites across central Ohio, with jobs for nearly 6,000 on the weekend of Saturday, April 17<sup>th</sup> and Sunday April 18<sup>th</sup>. Community service Activities range from planting trees to picking up trash to removing invasive species to planting community gardens. Volunteers are encouraged to sign-up for service projects through the event website – [www.Update2010.org](http://www.Update2010.org).

Volunteers will be rewarded for their efforts in multiple ways. Each will be given a coin and tattoo of The Update logo. Coins can be redeemed for a free beer or scoop of Jeni’s Splendid Ice Cream at the celebration at Franklin Park on Thursday, April 22<sup>nd</sup>. The tattoos qualify the wearer to a number of specials offered by Columbus Brewing Company, the Surly Girl-Betty’s family of restaurants, and other local businesses associated with the Small Business Beanstalk. Information about the deals are provided to volunteers at their selected worksites and posted on the event website.

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2010 marks the second year, that central Ohio will host the largest Earth Day volunteer effort. In 2009, the citywide event – *Earth Day 2009: Picture This* – attracted over 2,600 to volunteer at worksites and another 250 at the celebration. These volunteers logged about 10,000 hours, which outpaced efforts in New York, Chicago, San Francisco and other major markets.

Sponsors and major supporters of Earth Day 2010: The Update include, The Columbus Foundation, Limited Brands Foundation, Battelle, Weisenbach Recycled Products, Kurtz Bros. Landscaping, Keep Columbus Beautiful, Franklin Park Conservatory, COSI, Earth Share of Ohio, Columbus Brewing Company, Jeni’s Ice Cream, WCBE, Alive!, Easy Columbus, Earth Day Network, Mayor Coleman’s Get Green Initiative, Small Business Beanstalk, Fulcrum Creatives, Clear Channel Radio (WNCI, WCOL, Radio 106.7X, 610 WTVN, The Brew, 93.3FM), and G&J Pepsi-Cola Bottling Co.

### About Green Columbus

Green Columbus exists to promote sustainable living in Central Ohio and globally by 1) providing forums for environmental groups, citizens and others to interact. 2) raising awareness about environmental issues and what can be done to address them, and 3) encouraging participation in action oriented green events. More information is available at [www.greenbus.org](http://www.greenbus.org).