



North Lake Tahoe/Truckee Earth Day  
APRIL 23RD, 2011  
The Village at Squaw Valley

[www.tahoetruckeeearthday.org](http://www.tahoetruckeeearthday.org)

*Earth Day 2011 will be organized around **A Billion Acts of Green:**  
Personal, organizational, and corporate pledges to live and act sustainably.*



Truckee High School Envirolution Club's Trashion show and the Asha World Dancers at the 2010 Tahoe Truckee Earth Day

## North Lake Tahoe and Truckee's Largest Environmental Event

The Tahoe Truckee Earth Day (TTED) festival continues to attract *thousands* of locals and visitors each year. The goal of the event is to celebrate and promote the Lake Tahoe region's unique beauty and to educate the public on how to preserve and protect it. The festival is organized almost entirely by volunteers and is supported by community businesses and booth participant fees.

On Saturday, April 23, 2011, dozens of organizations and thousands of people will gather at the Village at Squaw Valley for the annual TTED festival.

One of the highlights of the event each year is the Truckee High School Envirolution® Club's performance of their hit "**Trashion**" show. In 2010, the high school students modeled over 35 outfits made out of various materials—some of which included Netflix wrappers, Christmas lights, magazines, potato chip bags, gum wrappers, bubble wrap, Clif Bar wrappers, etc. As they were modeled, club members described the types of materials used, how the materials can be reduced, recycled, or eliminated in our everyday lives, as well as the environmental impacts from these resources. Don't overlook the Trashion show in 2011—it's truly an event not to be missed!

The **Wild & Scenic Environmental Film Festival** will return to North Lake Tahoe for two screenings again in April 2011. The first screening will be held April 19th at the Tahoe Center for Environmental Sciences and April 22nd at the Resort at Squaw Creek. The festival kicks-off its nationwide tour each January in Nevada City, CA and is the largest environmental film festival in the country. This April, the Tahoe-Truckee community is invited to experience a selection of these films to leave feeling inspired and motivated to make a difference in the community and world.



### Zero Waste

Spearheaded by Incline Village's Waste Not Department, the TTED festival works towards being a "Zero Waste" event. Zero

Waste events strive to produce as little non-recyclable/non-compostable waste as possible. Getting to zero waste is an ambitious target; each year we get closer to that goal.

With more than 6,000 people in attendance at the 2010 Festival, plus auxiliary events all week, reducing the environmental impact associated with solid waste from festival goers requires a fair bit of work and a small army of community and AmeriCorps volunteers.

*Story continued on next page.*

### 2011 HIGHLIGHTS

TWO NIGHTS

WILD & SCENIC ENVIRONMENTAL FILM FESTIVAL

EDUCATIONAL BOOTHS

ENVIRONMENTAL SPEAKERS

LIVE MUSIC AND ENTERTAINMENT

FREE TRANSPORTATION ON TART

ACTIVITIES FOR KIDS

ENVIROLUTION TRASHION SHOW

DR. SOLAR

## Thanks to our 2010 Sponsors

### Presenting Sponsors

Giese Accounting and Tax  
Great Basin Institute  
IVGID Waste Not  
Sara Zimmerman  
Sierra Watershed Education Partnerships (SWEP)  
Tahoe Earth Day Foundation  
Tahoe Rim Trail Association  
Tahoe Water Suppliers Association  
UC Davis Tahoe Environmental Research Center  
Village at Squaw Valley

### Lodging Sponsor

Ferrari's Crown Resort

### Benefactors (\$1,000 - \$1,999)

Moonshine Ink  
Sierra Sun  
Tahoe Weekly

### Supporters (\$500—\$999)

League to Save Lake Tahoe  
Mountain Area Preservation Foundation  
North Tahoe Truckee Weekly  
Northstar-at-Tahoe  
Resort at Squaw Creek  
Tahoe TV  
Town of Truckee  
Truckee Sanitary District

### Contributor (\$100 - \$499)

The Sharp Team  
Sierra Nevada College

## Zero Waste *CONTINUED*

Each year at the festival, restaurants and vendors are encouraged to use compostable cups, containers, and utensils for all to-go foods. Regular trash cans are removed and Zero Waste stations, containing recycling, compost, & trash containers, are set-up throughout the Village at Squaw Valley. More than 20 trained volunteers staff the stations and educate festival attendees about where their 'waste items' go.

The effort to separate and collect these items results in a dramatic 85 to 90% reduction in the solid waste delivered to the landfill.

Producing less than 100 lbs. of trash from a fabulous celebration for 6,000 people is always a reward for the zero waste program for the area's preeminent environmental education event.



Zero Waste volunteers are essential to educating the TTED festival attendees about what is compostable, recyclable, & trash.

### FOR MORE INFO...

#### Tahoe Truckee Earth Day

Chair: Emily Williams

(530) 320-4651

[info@tahoetruckeeearthday.org](mailto:info@tahoetruckeeearthday.org)

[www.tahoetruckeeearthday.org](http://www.tahoetruckeeearthday.org)

Booth & Vendor Info:

David Greenleaf

(530) 584-6266

## Get Involved - Volunteer at TTED 2011!

The following volunteer opportunities are available:

- Raffle ticket sales
- Event set-up and vendor communications
- Waste management, recycling, & zero waste management
- Event clean-up
- Film Festival (night of screenings set-up and ticket sales)
- Planning committee

\*All volunteers receive a discount on the purchase of the official TTED T-shirt and volunteers for the event at Squaw on 4/23 will receive a free lunch.

For more information, including position descriptions, please contact Sara Taddo Jones ([taddojones@gmail.com](mailto:taddojones@gmail.com)) or visit [www.tahoetruckeeearthday.org](http://www.tahoetruckeeearthday.org).

We look forward to seeing you at the  
2011 Tahoe Truckee Earth Day Events!

### South Shore Earth Day - April 16th

Bijou Community Park

Chair: Sarah Ford

(530) 543-1501 ext. 114

[southtahoearthday.org](http://southtahoearthday.org)

