

## **FOR IMMEDIATE RELEASE**

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### **ENDANGERED PLANET FOUNDATION PRESENTS THE FIRST ANNUAL ONE EARTH | ONE DREAM ENVIRONMENTAL FESTIVAL OCTOBER 2 – 5 AT FESTIVAL OF ARTS GROUNDS IN LAGUNA BEACH**

Four Day Event Features **“Life on the Edge” Symposium** October 2 – 5  
and the **“Autumnal Green Festival”** October 3 - 5

Event is Open to the Public and Includes Interactive Workshops, Renowned Speakers, Seminars, Live Entertainment, Films, Art, Children’s Workshops, Fashion Shows and More Than 50 Green Exhibitors

Guest Speakers Include Former **UN Ambassador Anwarul Chowdhury**  
and **National Geographic EcoAmbassador Chris Jordan**

**LAGUNA BEACH, CA** – September 2, 2008 – Endangered Planet Foundation, in partnership with the Festival of Arts, Laguna Beach Magazine, and the Laguna Beach Visitors and Conference Bureau, presents One Earth/One Dream, the West Coast’s premier environmental festival, October 2 – 5, 2008 at the Festival of Arts grounds in Laguna Beach.

Several thousands people per day people are expected to attend this Southern California festival, which celebrates the earth and the transition being made toward a sustainable future through interactive workshops, world-renowned speakers, seminars, live entertainment, film, art, children’s workshops, fashion shows and more than 50 green exhibitors.

“The goal of One Earth/One Dream is to increase awareness of our impact on the planet and explore what each of us can do to sustain our only home,” explains Charles Michael Murray, founder and CEO of Endangered Planet Foundation. “We want to seed the vision that we are in humankind’s finest hour. We have the technologies and the brain power and compassion to engage in local and global solutions—together. We expect to showcase by celebration and dialog that we can make this a better place for our children’s grandchildren.

(more)

### **ONE EARTH | ONE DREAM**

**One Earth | One Dream** includes two main events:  
**“Life on the Edge” symposium** October 2 – 5 and  
**“Autumnal Green Festival”** October 3 – 5.

“Life on the Edge” symposium is held in the Festival of Arts’ Forum Theater and features renowned guest speakers (including Former UN Ambassador Anwarul Chowdhury and National Geographic EcoAmbassador Chris Jordan), panel discussions on topics ranging from sustainable building design to innovations in fuel cell technology, film screenings (including The

11th Hour and Pangea Day), and more.

**“Autumnal Green Festival”** is a three day event held on the Festival of Arts grounds (including the Irvine Bowl Amphitheater). The Festival features health, wellness and nutrition presentations, live music, children’s events and performances, Art Miles Mural Project, and more than 50 green exhibitors offering a variety of innovative products, information and demonstrations.

## **LIFE ON THE EDGE - Symposium**

### **KEY SYMPOSIUM ACTIVITIES AND TOPICS**

The Life on the Edge symposium will feature key note speakers, panel discussions, and selected film screenings:

- Key note addresses by former UN Ambassador Chowdhury and National Geographic’s EcoAmbassador Chris Jordan
- Panel Presentations on Clean Air and Climate Change moderated by Scott Samuelson, Ph.D., Director of the National Fuel Cell Research Center and Professor of Mechanical, Aerospace and Environmental Engineering at the University of California, Irvine
- Film screenings of The 11th Hour and Pangea Day
- Showcase awards ceremony of the Toshiba Green Innovation OC Award Winners
- Other panel discussions include environmental ethics and clean air and climate change

### **SYMPOSIUM DETAILS**

Thursday, October 2, The symposium gets underway on at 6:30 p.m. when Endangered Planet Foundation welcomes opening keynote speaker Chris Jordan, National Geographic’s EcoAmbassador, followed by an hors d’oeuvres and wine tasting reception and networking at Tivoli Terrace restaurant. Meet Symposium Chair Ambassador Anwarul Chowdhury (Former Under-Secretary-General and High Representative of the United Nations) along with other symposium presenters.

### **ONE EARTH | ONE DREAM**

Friday, October 3, features a 9 a.m. keynote address by former UN Ambassador Chowdhury, followed by a panel discussion on environmental ethics presented by University California, Irvine. After lunch, Chris Jordan offers a keynote address, followed by a panel discussion on sustainable building design and the Toshiba showcase of green innovation award winners. The day concludes with the 4:30 pm screening of the film The 11th Hour.

Saturday, October 4, begins at 9 a.m. with a welcome by former Ambassador Chordhury, followed by a keynote address from Wayne Nastri, Regional Administrator (Region 9), U.S. Environmental Protection Agency. At 10:30 a.m. is a panel discussion on innovations on fuel cell technology and transportation, moderated by Scott Samuelson, Ph.D., Director of the National Fuel Cell Research Center and Professor of Mechanical, Aerospace and Environmental Engineering at the University of California, Irvine. After lunch, Richard Henrikson, P.E., President, Henrikson Owen + Yang, moderates a panel discussion on greening venues and events. Next, Chris Prelitz, Prelitz + Partners, offers a presentation on thriving post petroleum and passive solar. The day concludes at 4 pm with the screening of Pangea Day.

Sunday, October 5, begins at 9 a.m. with former Ambassador Chordhury discussing the UN role in environmental action, followed by a keynote address from Jack Broadbent, Executive Officer/Air Pollution Control Officer, Bay Area Air Quality Management District. Following that is a panel discussion on clean air and climate change. After lunch, Dr. Robert Sears discusses "The Whole Family, followed by a panel discussion presented by USC on environmental action points for the next administration. The symposium concludes with a guest speaker (TBA), closing remarks, and a film.

## **AUTUMNAL GREEN FESTIVAL**

### **OVERVIEW**

The Autumnal Green Festival has seven thriving villages that will be open throughout the event:

- **Eco Village:** Features a variety of the nation's leading green businesses and ecological products and services providers. Over 25 exhibitors work together to create an area that features clean energy, renewable energy resources, education workshops and cutting edge technology dedicated to environmental preservation and sustainable lifestyle practices.
- **Earth Moon Children's Interactive Area:** A family-friendly event featuring kid's activities and entertainment with various acts, artists and workshops, children focused exhibitors, vendors and educational programs for the whole family.
- **Clean Energy and Alternative Fuel Vehicles:** This exhibit promotes the latest advancements in automotive technology and alternative transportation.
- **Family Health and Wellness:** This includes over 20 exhibitors showcasing the latest advancements in healthy active lifestyle, yoga, natural food and natural organic cuisine.

### **ONE EARTH | ONE DREAM**

- **The Innovative Home:** This area contains over 20 exhibits showcasing various ways to improve sustainability through home products, waste management, furniture, architecture, cleaning supplies and more.
- **Permaculture: Integrated Systems** that run on the cycles of the sun and earth with food systems supported by nutrient (waste) cycling systems, linked to water harvesting, conservation, and reuse strategies surrounding your shelter, powered by the sun.
- **Art Exhibit:** Local and national artists fitting the Endangered Planet criteria will showcase their environmentally friendly artwork which will include recycled materials, natural paints and environmental themes.

### **DAILY FESTIVAL ACTIVITIES**

Friday, October 3: Villages and exhibits open 1 pm to 8 pm. Highlights include music by guitarist Kristopher Szasz, performance art by Terrell, children's music by Cheryl Procaccini, a children's organic fashion show, family yoga and flute, "Green for Kids," and an opening celebration at 6 pm with Taiko drums, Japanese drums, and flute.

Saturday, October 4: Villages and exhibits open 10 am to 8 pm. Highlights include yoga and flute music, poems and guitar music, family health and nutrition, organic fashion show, haute trash fashion show, kids' music, exhibitor demos, Art Miles mural project, performance art, and reggae bands Kurt Mahoney and Roots Foundation.

Sunday, October 5: Villages and exhibits open 10 a.m. to 5 p.m. Highlights include yoga and flute music, poetry and guitar, health and wellness, children's parade, organic fashion show, children's music, and African music and dance.

## **TICKETS**

Tickets for the "Life on the Edge" symposium are \$55 pre-sale and \$65 at the door for the Thursday evening VIP reception with Chris Jordan, \$195 per day Friday through Sunday, or \$395 for all three days. Symposium tickets include Festival admission.

Tickets for the "Autumnal Green Festival" are \$7 per day general admission before 6 pm and \$5 per day for veterans, seniors, firefighters and police officers; \$15 per day general admission after 6 pm and \$10 after 6 pm for veterans, seniors, firefighters and police officers. Three day passes are available for \$15 general admission or \$10 for veterans, seniors, firefighters and police officers.

For tickets or more information, call 949.497.5690, or visit [OneEarthOneDream.org](http://OneEarthOneDream.org).

In addition to Endangered Planet, Festival of Arts and Laguna Beach Magazine, event partners include Laguna Beach Visitors and Conference Bureau and OC Innovation. Event sponsors include Toshiba, SCE, Super Color Digital, and Global Imagination.

Event proceeds benefit Endangered Planet Foundation, a 501(c)3 non-profit organization dedicated to ensuring the survival of the Earth through the arts, education, dialog, the dissemination of knowledge and the recognition that advances in technology can provide many of the answers which will lead to a sustainable future. For more information, visit [endangeredplanetfoundation.org](http://endangeredplanetfoundation.org).