

MEDIA INVITATION – for immediate release

Mariposa Folk Festival - Has Changed Colour!

For its 10th year anniversary of returning to Orillia, Mariposa Folk Festival has gone BRIGHT GREEN!

Bright because we're smarter, we've listened and we CARE!
Green because our environmental footprint will be much smaller in 2009.

The Festival will be water bottle free in 2009 and are announcing our all new BYOC program. BYOC (bring your own cup) and the Mariposa Folk Festival will provide you with clean, cold filtered water for FREE.

No more plastic water bottles, no more expense. Have a drink on us!

See the *Hydration Station* before its first major event - the Orillia 2009 Mariposa Folk Festival, July 3, 4 and 5. This unique alternative to the use of thousands of plastic water bottles at outdoor events like concerts, festivals, sporting events, or other outdoor gatherings, will be unveiled at this private showing.

The Story:

Plastic water bottles have become the scourge of all landfill sites and recycling programs. They are one of the single largest 'discarded' items along our trails, waterways and roadways. The **elimination of their use** rather than the making them thinner with thinner caps; is the right answer to this problem. We need to spend more time on the first 'R' – REDUCE.

A volunteer Greening Mariposa Committee has taken major strides to reduce the environmental footprint of the very successful Mariposa Folk Festival. Co-operation, unique partnerships and some very special funding sources have all come together to make this initiative possible. In addition to the Hydration Station, you will also be able to see what else we have in 'hiding' and meet our other partners – you will surely be impressed!

You are invited to the first public demonstration of a "water bottle eliminator" on June 17th at 11:00am, at the Water Store on Memorial Ave. in Orillia, Ontario.

You won't want to miss this very special event!

CONTACTS:

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