

The logo for the 2010 Santa Monica Festival. It features a stylized sunburst or flower-like graphic at the top left, with the year '2010' inside it. To the right of the graphic, the words 'santamonica' and 'festival' are written in a bold, sans-serif font. 'santamonica' is in a smaller size and positioned above 'festival'.

SATURDAY, MAY 8, 2010

11 AM - 6PM

Clover Park, 2600 Ocean Park Blvd., Santa Monica

FESTIVAL FACT SHEET

*Presented by The City of Santa Monica Cultural Affairs Division &
The City of Santa Monica Office of Sustainability and the Environment*

Free admission, free bike valet and free parking

<http://arts.santa-monica.org/>

The Santa Monica Festival highlights the dynamic connection between the City's communities, culture, business, environment and art. Now in its nineteenth year, celebrate Mother Earth and all moms this Mother's Day weekend while indulging in guilt-free shopping from vendors featuring earth-friendly artistic wares. Eat fresh foods from an assortment of local eateries and participate in art workshops using recycled and repurposed materials. The festival, a near zero-waste event, goes to great lengths to reduce its impact on the environment and the community. Learn from an array of environmental organizations and experience an eclectic mix of music and dance that celebrates Santa Monica's vibrant spirit.

This year, the festival offers myriad opportunities to create your own experience through one-on-one encounters that allows you to explore and learn in a dynamic, interactive and thoroughly engaging way. It's real 3-D!

Festival Components

- **Performances** Enjoy two stages of energetic music and colorful dance.
- **Workshops** Get crafty at hands-on art workshops for all ages.
- **Eco Zone** Paint the town green as you learn about earth-friendly organizations that create positive and sustainable change locally, nationally, and internationally.
- **Town Square** Meet the individuals and organizations who are committed to making Santa Monica shine.
- **Global Café** Think global. Eat local. Fare from cultures near and far.
- **The Marketplace** Shop from colorful arts and crafts vendors from around the block and around the planet.
- **Human Library** - check out a "living book" from the Santa Monica Public Library's innovative project.

Festival Marketing and Demographics

- Annual average attendance of 10,000 - 15,000
- Marketing efforts reach millions of Southern Californians
- Target audience includes at least 50% families with young children and young adults under the age of 35
- Advertising and media outlets including radio, the blogosphere, television and print

For more information please contact Community Arts Resources, 213/365-0605.