

NEWS FROM ____ OAKLAND PUBLIC WORKS AGENCY

Media Alert

For Immediate Release:

April 15, 2008

Contact:

Susan Kattchee (510) 774-5596

Kristine Shaff (510) 755-2175

**Come Explore Your Environment at the EarthEXPO in
Downtown Oakland!**

Great Photo/Video Opportunity

What: 14th Annual EarthEXPO

When: Wednesday, April 16, 2007 10:00 a.m. – 2:00 p.m.

Where: Frank Ogawa Plaza – in front of City Hall

Who: Sponsored by the Oakland Public Works Agency

Oakland, CA — Over 100 exhibitors and 5,000 attendees will be part of the Oakland EarthEXPO and green wave charting a path to a sustainable future. At noon, Mayor Dellums will walk among the exhibitors to thank them for their tremendous dedication and contributions to Oakland's environmental health, economic vitality and social equality.

This year the EXPO is highlighting BYOB – bring your own bag – with a video booth where folks can tell the story of their favorite reusable shopping bag and what it says about them. Oakland is partnering with Bay Area Recycling Outreach Coalition campaign www.igotmybag.org to reduce the number of disposable bags used. Many reusable bag makers and designers like Jenny Hurth, who makes trendy shopping bags from old banners, will be at the EXPO.

Coming to the EXPO is Bay Localize, an Oakland non-profit and award winner for the Sustainability Challenge issued by Degenkolb Engineers. Bay Localize contracted engineer, Kate Stillwell to design a use for plastic bags which turned out to be a fashionable paired handbag and hat earning a \$5,000 prize for the local environmental non-profit.

Serena Bartlett author of *Oakland: The Soul of the City Next Door*, a travel guide to the City, will be on hand to sign copies of her book. Ms. Bartlett's company, GrassRoutes Travel publishes urban eco-travel guidebooks that give readers the tools to have a more dynamic and diverse experience on the road and in their own backyard, while living by their values of sustainability.

Solar panel manufactures and installers will be demonstrating the power of the sun.

San Francisco State University and Public Works Energy group will be showing off their brand new computer tool that estimates solar potential on the roof for a home or business.

Ella Baker Center Green-collar Jobs Campaign, which seeks to bringing new opportunities in green construction, clean technology, urban agriculture and energy, will be on hand to present their vision that the green economy that is developing nationally is strong enough to lift people out of poverty.

Recycling used household batteries and old cell phones and exchanging a mercury thermometer for a digital thermometer will all happen at the EXPO. See you there!

###