



40 Years of Going Green Together

Earth Month April 1 - 30, 2010

www.greenlacrosse.com

Thursday - April 1

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| Event: | Earth Month Kick-off |
| Time: | 5:00 PM - 6:00 PM |
| Location: | Riverside Park International Friendship Gardens |
| Address: | 100 State Street, La Crosse |
| Cost: | FREE - Public Welcome |
| Contact: | lax.earthweek@gmail.com |

Join LEWC in raising the Earth Day Flag to kick-off 2010 Earth Month!

La Crosse Mayor Matt Harter and County Board member Jai Johnson will issue a joint proclamation declaring April to be "Earth Month" for the City and County of La Crosse.

The first, second, and third place winners of the "40 Years of Going Green Together" poster contest will also be presented their prizes.

Poster contest winners are:

- First place - Madeline Cochran, age 15, from Aquanis, who will receive a new bike from Smith's Cycling and Fitness.
- Second place - Jenny Lossen, age 15, from Aquanis, who will receive a \$50 gift card from Downtown Mainstreet.
- Third place - Zachary Servais, age 6, from Bangor Elementary, who will receive a \$25 gift card from Downtown Mainstreet.

FREE and public invited!



Monday - April 5

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| Event: | Greens, Eggs, and Cheese Gala |
| Time: | 5:30 PM - 8:00 PM |
| Location: | Myrick Hixon EcoPark |
| Address: | 789 Myrick Park Drive, La Crosse |
| Cost: | \$20 |
| Contact: | (608)784-0303 ext. 221 lax.earthweek@gmail.com |

Local restaurants compete for best "locally grown meal"!

Come vote for your favorite restaurant as they compete in a local foods cooking competition by creating a signature main dish and salad using local greens, eggs, and cheese.

- 5:30 - 6:30 Wine Sampling
- 6:00 - 8:00 Food Sampling
- 7:30 - 8:00 Judging and Program

Restaurants competing:
 Hackberry's Bistro
 Nell's City Grill & Catering
 the Root Note
 Schmidty's

\$20.00 - Call Myrick Hixon EcoPark at (608)784-0303 ext.221 to make reservations.

Price includes sampling local dishes prepared by competing restaurants, local wine from Vernon Vineyards, coffee from Coulee Coffee Roastery, and carrot cake made by the People's Food Co-op using local ingredients. Entertainment provided by W5 Woodwind Quintet.

Greens, Eggs, and Cheese Gala



April 5, 2010
Myrick Hixon EcoPark

5:30 - 6:30 Wine Sampling
 6:00 - 8:00 Food Sampling
 7:30 - 8:00 Program & Judging
 \$20.00 - Call Myrick Hixon EcoPark at (608)784-0303

Restaurants compete for best "locally grown meal".
Vote for your favorite!



Thursday - April 8

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| Event: | Free Film Screening: "Fresh" |
| Time: | 6:30 PM - 8:30 PM |
| Location: | La Crosse Public Library - Main Auditorium |
| Address: | 800 Main Street, La Crosse |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Each has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet.

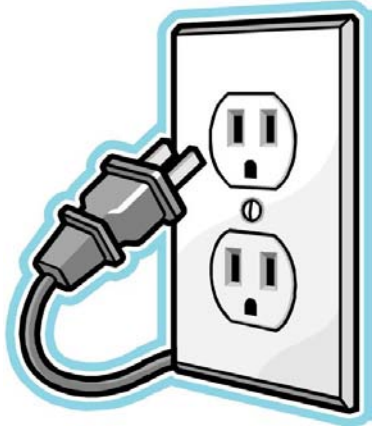
Among several main characters, FRESH features urban farmer and activist, Will Allen, the recipient of MacArthur's 2008 Genius Award; sustainable farmer and entrepreneur, Joel Salatin, made famous by Michael Pollan's book, The Omnivore's Dilemma; and supermarket owner, David Ball, challenging our Wal-Mart dominated economy.



Sunday - April 11

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| Event: | "Pull the Plug" Day |
| Time: | ALL DAY |
| Location: | EVERYWHERE |
| Cost: | FREE! |
| Contact: | Yourself |

Take a day to "unplug yourself" from all the things that distract you from enjoying the simple things in life. Get off the computer and go outside, ride a bike, go for a walk, have a picnic, play fetch with your dog... whatever! Just slow down and unwind. Reconnect with nature, your loved ones, and all they have to offer.



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| Event: | Will Allen, CEO and Founder of Growing Power, Inc |
| Time: | 7:00 PM - 9:00 PM |
| Location: | UW-La Crosse - Graff Main Hall Auditorium |
| Address: | 1725 State Street, La Crosse |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

Join the La Crosse Earth Week Coalition in welcoming Will Allen of Growing Power, Inc to 2010 La Crosse Earth Month!

Prominently featured in the movie "Fresh", Will Allen was recently one of the three speakers at the White House as First Lady Michelle Obama officially announced her national initiative to fight childhood obesity. Mr. Allen is also the recipient of numerous awards including:

- 2008 John D. and Catherine T. MacArthur Foundation Fellowship "Genius Award"
- 2009 National Governors Association's Distinguished Service to State Award
- 2009 Natural Resource Defense Council "Growing Green" Award

Growing Power, Inc., founded by Will Allen in 1993, is an urban farm and food systems training center located in an underserved area of Milwaukee.

Vision: Inspiring communities to build sustainable food systems that are equitable and ecologically sound, creating a just world, one food-secure community at a time.

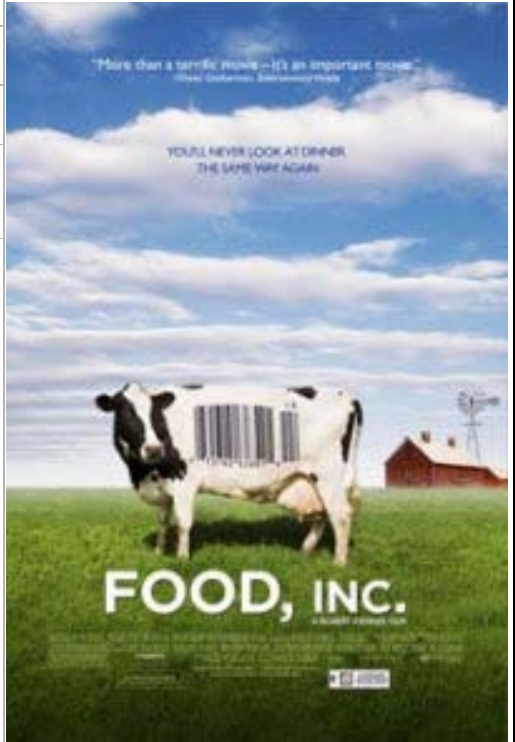


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| Event: | Free Film Screening: "Food Inc." |
| Time: | 6:00 PM - 8:00 PM |
| Location: | Franciscan Spirituality Center |
| Address: | 920 Market Street, La Crosse |
| Cost: | FREE! |
| Contact: | (608)791-5295 fscenter@fspa.org |

"Food Inc." at Franciscan Spirituality Center is part of FSC "Movies of the Spirit" series - FREE admission

In Food, Inc., filmmaker Robert Kenner lifts the veil on our nation's food industry, exposing the highly mechanized underbelly that has been hidden from the American consumer with the consent of our government's regulatory agencies, USDA and FDA. Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment. We have bigger-breasted chickens, the perfect pork chop, herbicide-resistant soybean seeds, even tomatoes that won't go bad, but we also have new strains of E. coli—the harmful bacteria that causes illness for an estimated 73,000 Americans annually. We are riddled with widespread obesity, particularly among children, and an epidemic level of diabetes among adults.

Featuring interviews with such experts as Eric Schlosser (Fast Food Nation), Michael Pollan (The Omnivore's Dilemma, In Defense of Food: An Eater's Manifesto) along with forward thinking social entrepreneurs like Stonyfield's Gary Hirshberg and Polyface Farms' Joel Salatin, Food, Inc. reveals surprising—and often shocking truths—about what we eat, how it's produced, who we have become as a nation and where we are going from here.



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| Event: | CSA Farms Bus Tour |
| Time: | 12:30 PM - 5:00 PM |
| Location: | La Crosse Main Public Library |
| Address: | 800 Main Street, La Crosse |
| Cost: | \$5 |
| Contact: | (608)789-8093 ask for Cindy lax.earthweek@gmail.com |

Take a literal "field trip" to tour 2 CSAs!

Come with us to learn about Community Supported Agriculture (CSA) and tour two organic family farms set amidst the rolling hills and ridges of Vernon County's farm country. Both of the farms offer CSA memberships, which allow you to invest in their annual harvest and reap the reward of fresh, local, organic produce throughout the growing season. Our visits to Ridgeland Harvest and Small Family farms will give attendees a chance to meet the farmers, learn about their operation, and glimpse daily life on the farm.

Ridgeland Harvest is a diverse, certified organic farm in Viroqua, Wisconsin owned and run by Cate and Mat Eddy and their young boys. They have been raising vegetables, small grains, and livestock on their 70-acre farm since 2000. The farm has been certified organic since 2004. Their produce is sold primarily through CSA memberships, but also through farmer's markets, food cooperatives, and directly to restaurants. CSA members are always welcome to visit the farm, and the farmers host several events throughout the year including a garlic harvest, raspberry U-Pick, and pumpkin fest as ways to become more connected to the farm.

Small Family Farm is located near LaFarge, Wisconsin in the Driftless Coulee Region. Organic farmer Jillian Jacquinot and her small family are stewards of 21 beautiful ridge top acres of land. The Small Family CSA farm primarily markets their organic vegetables through their CSA program, you will also find them at Viroqua and Madison Farmer's Markets. They raise pastured pigs and chickens in moveable pens to mimic a more sustainable farm ecosystem. They take a special interest in the mineral balancing, organic matter and fertility levels of their soil while supplying a 100 member CSA program with a weekly bounty of seasonal produce. If you live nearby, the farm may consider work in exchange for a portion of or all of the cost of your CSA membership.

Registration deadline: Wednesday April 14th.
Cost: \$5

Sign up at the La Crosse Main Public Library (800 Main St. in La Crosse) 2nd floor Reference Desk or call Cindy at 789-8093. Fee due prior to tour is \$5.00 (Cash Only)

Departure: Bus will depart at 12:30 p.m. from Parking Lot B at Western Technical College (corner of 7th & Vine) and return at 5:00 p.m. to the same location.

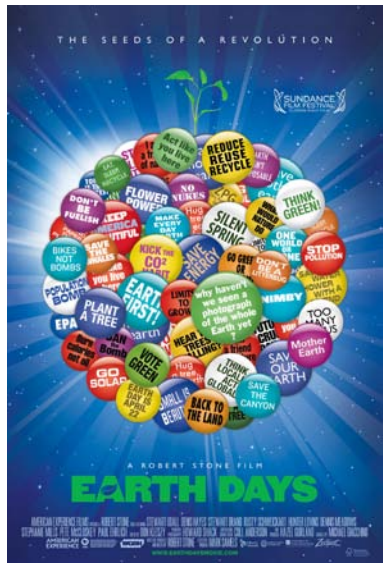


Monday - April 19

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| Event: | Free Film Screening: "Earth Days" |
| Time: | 9:00 PM - Check local listing |
| Location: | Wisconsin Public Television |
| Address: | Homes throughout the Coulee Region |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

A Robert Stone film, Earth Days documents the history of the environmental movement as it follows the trail of Earth Day founder Wisconsin Senator Gaylord Nelson and nationwide activists.

Cozy up with the family or invite friends and neighbors over, get out the snacks, and enjoy the documentary of this astounding movement.
www.earthdaysmovie.com



Tuesday - April 21

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| Event: | Free Film Screening: "No Impact Man" |
| Time: | 6:30 PM - 8:30 PM |
| Location: | La Crosse Public Library - Main Auditorium |
| Address: | 800 Main Street, La Crosse |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

In "No Impact Man" Colin Beavan decides to completely eliminate his personal impact on the environment for the next year.

It means eating vegetarian, buying only local food, and turning off the refrigerator. It also means no elevators, no television, no cars, busses, or airplanes, no toxic cleaning products, no electricity, no material consumption, and no garbage.

No problem – at least for Colin – but he and his family live in Manhattan. So when his espresso-guzzling, retail-worshipping wife Michelle and their two-year-old daughter are dragged into the fray, the No Impact Project has an unforeseen impact of its own.

Laura Gabbert and Justin Schein's film provides an intriguing inside look into the experiment that became a national fascination and media sensation, while examining the familial strains and strengthened bonds that result from Colin and Michelle's struggle with their radical lifestyle change.



Thursday - April 22 - Earth Day

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| Event: | “Sacred Ground” with Bill Miller - Inspirational Speaker |
| Time: | 12:00 PM - 1:00 PM |
| Location: | Viterbo Fine Arts Center |
| Address: | 929 Jackson Street |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

Come celebrate Earth Day with Master Storyteller Bill Miller.

Hosted by LEWC & Viterbo University - FREE ADMISSION

Using three elements, his heritage, life experience and spiritual path, Bill shares his message of transformation through reconciliation.

Bill Miller accepts the responsibility of his heritage, and artistic gifts, without excuse. He has shared his message of hope and reconciliation as a member to his community and the culture at large.

This inspirational talk is free and open to the public; no reservations or tickets necessary. Please bring a non-perishable item for WAFER.



Thursday - April 22 - Earth Day

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| Event: | Earth Day Concert featuring Bill Miller with Dan Sebranek |
| Time: | 6:30 PM - 9:30 PM |
| Location: | The Cargill Ballroom at The Waterfront Restaurant |
| Address: | 332 Front Street South, La Crosse |
| Cost: | \$10 |
| Contact: | lax.earthweek@gmail.com |

Earth Day Concert featuring Bill Miller with Dan Sebranek!

During his 35 year career as an award-winning singer and songwriter, Bill has composed, recorded, produced and performed music that is as true to his American roots as it is inspirational to his audience. As an acknowledged master of the Native American flute, Bill has earned three Grammy awards along with multiple Native American Music awards in recognition of his song-writing.

Throughout his career, with one third of his time annually spent on the road, Bill would confess, "My music sustains my vision—it is a gift to be shared and a joy to perform."

6:30 Social Hour

7:30 Concert

Tickets for the Earth Day Concert are \$10.00 and may be purchased at the following locations: Myrick Hixon EcoPark, The People's Food Co-op, The Root Note. Limit 4 tickets per person.

LEWC will be collecting non-perishable items for WAFER at the concert.



Thursday - April 22 - Earth Day

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|-----------|--|
| Event: | Children's author & illustrator Rick Chrustowski |
| Time: | 6:30 PM - 7:30 PM |
| Location: | La Crosse Public Library |
| Address: | 800 Main Street, La Crosse |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

Mr. Chrustowski, a Wisconsin author (<http://www.rickchrustowski.com/>), is the writer and illustrator of a number of science picture books for children such as Turtle Crossing, Bright Beetle and Blue Sky Bluebird that focus on creatures from the Midwest and their amazing habits. He uses dramatic close-ups to give children a memorable look into the life cycle of creatures common to our area. His books, written for children ages 4-8, are well reviewed and found in libraries, schools, and bookstores throughout the country. Children can explore many literacies – nature, ecology and reading – just by turning the colorful pages and engaging in Mr. Chrustowski's wonderful writing style.

Rick describes with enthusiasm and humor the creation of a children's book from start to finish. He also draws and colors a piece of artwork during his presentation.



Friday - April 23

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| Event: | Green Rock Fest |
| Time: | 7:30 PM - Midnight |
| Location: | Concordia Ballroom |
| Address: | 1129 La Crosse Street, La Crosse |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

FREE concert featuring Hyphon, The FurLow Riders, and Fayme Rochelle and the Waxwings!

Doors open at 7:00
Show starts at 7:30

FREE FOOD! FREE SHOW! Ages 18+

Donations accepted - proceeds benefit the La Crosse Earth Week Coalition



Saturday - April 24

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| Event: | Green Expo |
| Time: | 11:00 AM - 4:00 PM |
| Location: | Western Technical College Lunda Center |
| Address: | 319 7th Street South |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

Check out resources on "greening" your existing home or building a new sustainable one at the Green Expo!

Featuring "Green Homes" and "Green Transportation" vendors, informational booths and workshops.

Workshops:

- Compressed Natural Gas (CNG) car
- Energy efficient bathrooms
- Existing home energy efficiency
- "Free & Green" bicycle commuting
- Geothermal heating
- Whole Tree architecture
- And more!

Door Prizes!

Lunch featuring local foods!

Enter to win the "Grand Green Prize Drawing"

We're giving away an energy evaluation from Eric Skinner or Karl Oldenburg and a free month's use of CNG car from Honda Motorwërks!

(Shuttle bus available between Green Expo and Earth Fair - LEWC will be collecting non-perishable items for WAFER at both events.)



PARK & RIDE! SHUTTLE BUS AVAILABLE BETWEEN EVENTS! HANDICAP ACCESSIBLE.

GREEN EXPO

WHERE: Western Technical College - Lunda Center & Parking Lot B, 319 7th Street North

WHEN: 11:00 a.m. to 4:00 p.m.

GREEN HOMES & GREEN TRANSPORTATION VENDORS AND DISPLAYS

LUNCH FEATURING LOCAL FOODS! **DOOR PRIZES!**

PLUS GREEN WORKSHOPS

- Compressed Natural Gas (CNG) car
- Energy efficient bathrooms
- Existing home energy efficiency
- "Free & Green" bicycle commuting
- Geothermal heating
- Whole Tree architecture
- And more!

GRAND GREEN PRIZE DRAWING

Energy Evaluation Free month's use of CNG Car
Eric Skinner or Karl Oldenburg Honda Motorwërks

Saturday - April 24

| | |
|-----------|--|
| Event: | Earth Fair |
| Time: | 11:00 AM - 5:00 PM |
| Location: | Three Rivers Waldorf School |
| Address: | 901 Caledonia Street |
| Cost: | FREE! |
| Contact: | lax.earthweek@gmail.com |

Celebrate "40 Years of Going Green Together" at the 2010 Earth Fair!

The Earth Fair is a family-oriented event with Farmers Market, "Green" vendors, children's crafts and activities, workshops, environmental films, and more!

Door prizes!

Lunch featuring local foods!

Enter to win the "Grand Green Prize Drawing"

We're giving away milk for a year from Organic Valley and a child's bicycle from Bikes Limited!

(Shuttle bus available between Earth Fair and Green Expo - LEWC will be collecting non-perishable items for WAFER at both events.)



Sunday - April 25

| | |
|-----------|----------------------|
| Event: | "Green" Homes Tours |
| Time: | 12:30 PM - 5:00 PM |
| Location: | People's Food Coop |
| Address: | 315 5th Avenue South |
| Cost: | \$5.00 |
| Contact: | (608)784-5798 |

The tour will visit Driftless Farm, owned by the Roald Gundersen family. Gundersen specializes in whole tree architecture (www.wholetreearchitecture.com), but the farm has many examples of other earth-friendly innovations.

The second home belongs to Joan and Guy Wolf. The Wolfs have taken an existing home and are trying to make it as earth-friendly as possible. You will be inspired by their efforts and creativity.

Please join us. Space is limited! Registration deadline is Thursday, April 22.

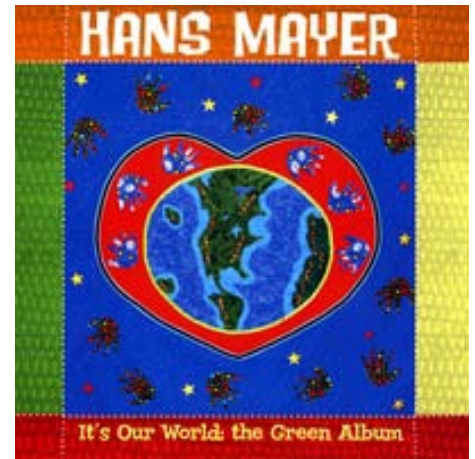


Friday - April 30

| | |
|-----------|---|
| Event: | Hans Mayer |
| Time: | 6:30 PM - 7:30 PM |
| Location: | Myrick Hixon EcoPark |
| Address: | 789 Myrick Park Drive |
| Cost: | FREE! |
| Contact: | (608)784-0303 info@mhecopark.org |

Popular local children's singer Hans Mayer performs songs from his CD "It's Our World: The Green Album".

Admission is free, but due to limited space, reservations are suggested. Come to the Nature Center to pick up tickets in advance.



Saturday - May 1

| | |
|-----------|---|
| Event: | Hans Mayer |
| Time: | 3:00 PM - 4:00 PM |
| Location: | Myrick Hixon EcoPark |
| Address: | 789 Myrick Park Drive |
| Cost: | FREE! |
| Contact: | (608)784-0303 info@mhecopark.org |

Popular local children's singer Hans Mayer performs songs from his CD "It's Our World: The Green Album".

Admission is free, but due to limited space, reservations are suggested. Come to the Nature Center to pick up tickets in advance.

