

## Greening Journey to Launch in Gainesville on the 40<sup>th</sup> Anniversary of Earth Day

Gainesville, Florida, **January 25, 2010** – The [Greening Journey](#), an eco-friendly initiative, today announced a one-day Festival focused on green lifestyles, eco-friendly businesses, and sustainability issues that will take place April 17, 2010 – the 40th Anniversary of Earth Day – at the Alachua County Fairgrounds. This one-day Festival will feature local and national companies, not-for-profit organizations, and groups with involvement in the sustainability and green movements in the Gainesville area. The Festival will contain a European marketplace, with an open, engaging environment for learning, exploration and commerce, suitable for all ages.

“The Greening Journey Festival was conceived to serve as a community-based forum for those businesses, individuals and families who want to take more steps toward preserving the environment,” said Jackie Cassarly, CEO of the Greening Journey. “With our ties to the Gainesville community and belief that true sustainability starts with each of us individually and grows as a group effort, we are confident that this event will capture the spirit of Earth Day and provide solutions for the betterment of the individual and the community.”

For more information on exhibit packages or sponsorship opportunities, contact Jackie Cassarly at 352-378-5995.

### **About The Greening Journey Festival**

The Greening Journey Festival is a community driven expo designed to address all aspects of a resource-sensitive lifestyle. The Festival features educational sessions, interactive activities, exhibitors, children's activities as well as a focus on local green businesses and projects. The Festival will take place April 17, 2010 in Gainesville. For more information, visit [www.thegreeningjourney.com](http://www.thegreeningjourney.com)

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PR Contacts:

**Anne Coyle**

ACS Communications for the Greening Journey

Tel: 857-222-6363

Email: [anne@acscompr.com](mailto:anne@acscompr.com)