



Saturday April 19th, 2014

Summary

In conjunction with The Earth Day San Francisco (EDSF) Festival, we will conduct a March/**Parade** (from Justin Herman Plaza to the main EDSF Festival at the UN Plaza) and **Rally** on the Main Stage, for 30 minutes. This is an ALL-CALL for all groups supporting the environment and the climate.

Earth Day is the single largest day of environmental action, and this year the SF theme is "ACTION". Last year 8,000 attended, aiming for 10,000 this year - all candidates for the rally and many also for the march.

Goals

The main goals are to **broaden the base** of people in the Bay Area who take some action to support the environment and climate, and make a **media statement through numbers** that there is a broad movement

Your Message

Rather than just a "standard" march, the *Action Parade* emphasizes themes & messages with artistic visuals or **small floats** in sections, like:

- **Morality:** Children's Brigade, parents and faith groups,
- **Environmental Justice:** Impacted Communities & Workers, Health impacts of Fossil Fuels, ...
- **Problems/Dangers:** Weather, Carbon Pollution, Big Oil, Keystone XL, KXL-By-Rail...
- **Solutions:** Solar, Wind, Mass Transit, Bicycles, Electric Vehicles, Resilient Communities...

A *Demands* page is available to list your organization's demands, to be consolidated into a final Demands.

Your Opportunity

Earth Day Action Parade is a great opportunity to deliver **your specific messages** to the public & media:

- **Endorse:** List on our [endorsement page](#), send us your logo.
- **Publicize** to your membership and related groups.
- **Get Visual** to the public in the parade. Some slots for floats to be parked in Festival booths may be available.
- **Sponsor:** Contribute a planning volunteer or minimal funds for greater visibility of your org & logo. Large organizations may sponsor through strong internal publicity to have a parade presence.

Stakeholders

350 San Francisco and **350 Bay Area** are anchor co-sponsors. Sponsors currently include **350.org**, **Sierra Club SF Bay Chapter**, **350 Silicon Valley**, **350 Marin**, **Greenaction for Health and Environmental Justice**, and **Sunflower Alliance**. **Interfaith Power and Light** and the **Green Party** have endorsed. See <http://www.350bayarea.org/earthday-sf> for an updated list.

Help to make *The Earth Day Parade* a significant statement.
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