



LARGEST AND LONGEST-RUNNING SUSTAINABILITY AND GREEN LIVING EXPO RETURNS TO SAN FRANCISCO, NOVEMBER 13-15

***Green Festival® Expo Brings Sustainability to San Francisco Cow Palace with
Industry Leaders, Speakers, New Brands and Vegan/Vegetarian Food***

Green Festival Announces Speaker Line Up and Green Festival Award Series

SAN FRANCISCO – October 15, 2015 – Green Festivals, Inc. announced today that the Expo will return to San Francisco, November 13-15. More than 25,000 locals are expected to attend the three-day expo to discover exciting new and practical ways to live healthier, more sustainable lives. The Green Festival Expo, which was founded in San Francisco, will be held at the Cow Palace in Daly City for the first time. The new, larger venue demonstrates the growth of the event and the organizer's commitment to bringing green, sustainable products and practices to new audiences.

"This is an exciting time for Green Festival as we celebrate our 14th anniversary in San Francisco, where we first got started," said Dr. Corinna Basler, president of Green Festivals, Inc. "There is a lot of momentum in the sustainability movement and Green Festival is proud to be a leader in promoting sustainable production and consumption everywhere we go. Green Festival will be the first event at Cow Palace to be entirely vegan and vegetarian and we hope this can encourage more environmentally-friendly food options at future events." Green Festival uses this opportunity to educate consumers about meatless alternatives and the power they have in what they eat as their food choices affect the planet.

The Green Festival Expo serves as the launching pad for hundreds of new sustainable products and services from more than 250 sponsors and exhibitors from fashion, body care, home and garden to transportation and renewable energy. Known to be educated and conscious consumers, San Francisco attendees will be amongst the first to enjoy free samples of brand new products. In addition, there will be a Family Fun Pavilion sponsored by Save Queen Green! with interactive educational activities and entertainment for kids; a Yoga Pavilion, featuring free yoga instruction and classes from San Francisco Integral Yoga Institute and Om Dome; and the Green Festival Stage and Lifestyle Pavilion featuring green business entrepreneurs, community leaders and environmental experts. Stromer eBikes will offer test rides of their award-winning electric bikes for urban travel.

Green Festival announced it will once again host the *Green Festival Brand* and *Community Awards*. Consumers and the public are now invited to vote online at Greenfestivals.org for their favorite brands to win the Green Festival Brand Award. Green Festival has officially started accepting applications online from San Francisco community organizations for the *Community Award*, which will provide a \$5,000 grant to a local deserving nonprofit using sustainable practices to improve the community. The Milo Foundation will be the local partner for the *Green Festival Saves Lives Campaign*, which will provide opportunities for attendees to adopt homeless pets in San Francisco.

As part of the newest addition to the award series, Pay It Forward Labs will host their 'Expert DOJO' mentoring sessions with leaders in the sustainable business industry, who either own/owned or have been high-level executives in multi-million dollar businesses. The Expert DOJO business mentors will award

one attendee with the Green Festival “Green Dream” Award of \$5,000 worth of services for the best green business idea. Supporting the sustainable businesses is an area that Green Festival has worked to expand. This year, Green Festival Expo vendors will be invited to a series of “B2B Power Sessions” which will cover the nuts and bolts of running a successful green business; from attracting more leads to building insane loyalty these sessions will help all of the Festival exhibitors take their businesses to the next level.

The 2015 speakers confirmed for San Francisco include:

- Gil Friend, chief sustainability officer, City of Palo Alto, founder and chair, Natural Logic Inc.
- Antonio Saillant, actor, director and screenwriter, activist in greening the film industry
- Randy Durband, CEO of the Global Sustainable Tourism Council
- Sandra Hanns, founder of the San Francisco Sustainable Fashion Week International
- Leslie Durso, vegan chef, appeared on The Food Network, Discovery Channel
- Jeff Garner, fashion designer and artist, founder, Prophetik Clothing

Among the new sponsors at the San Francisco Expo will be Green Sponsor TreeHomeMedia, a company dedicated to changing the perspective on business and environmental awareness. They produce original content in the interest of disseminating new ideas, concepts and information to help improve the lives of people and the world in which we live. The [DotGreen Community, Inc.](#) is the official sponsor of the Green Festival Social Media Lounge and will offer exhibitors and attendees an opportunity to claim a .green domain name on-site. They launched their new internet extension (.green) at Green Festival in 2015.

Additionally, Green Festival launched a new Green Festival Expo Mobile App, which allows for easy navigation and displays the speaker schedule, exhibitor listings, floor map, and updates. This year, Green Festival also announced an all-new online marketplace, which will allow Festival exhibitor products, brands and services to be available to everyone, with social media functions for online purchases and deliveries. The new Green Festival Expo Online Store, a digital marketplace, provided in partnership with Balluun, will enable Green Festival to expand its reach to a wider customer base – especially those conscious consumers unable to attend the Green Festival Expo in person in November.

Doors open on Friday, November 13 and the expo will run through Sunday at the San Francisco Cow Palace in Daly City at 2600 Geneva Ave. Tickets can be purchased online at www.greenfestivals.org. Tickets will also be available for purchase at the show. Youth aged 16 and under are granted free admission. Discounts are offered for groups of 10 or more, seniors and active military/veterans. All day on Friday, students from San Francisco-area schools or universities will receive free admission and their entrance is discounted throughout the rest of the weekend. All tickets provide access to exhibit floor, workshops, speakers and films and sampling. Free admission will be offered to those who arrive by bicycle to Cow Palace through the Green Festival Bike Valet, sponsored by Stromer Electric Bikes and Cono Sur Vineyards & Winery.

In addition to the San Francisco Expo, the next Green Festival is taking place in Portland, Oregon (December 11-13). 2016 Exhibitor booth sales will also be available at the start of this year’s event. Green Festival Expo Sponsors expanded this year to include Audi of America, Volkswagen of America,



.green, TreeHomeMedia, Treeium, Inc., Herb Pharm, Stromer Electric Bikes, Veri Soda, CLIF Bar, Cono Sur Vineyards & Winery, Earth Balance, Arcadia Power and Liquid Pixel Printing. Local and national partners include the Organic Spa Magazine, The Nation, Natural Solutions Magazine, Yoga Journal, Vegetarian Times, Women's Acrobat Radio, Spirituality and Health Magazine, Om Dome, San Francisco Integral Yoga Institute, Living Green Design, Natural Awakenings East Bay, REAL Books, Save Queen Green, Grist, Green Divas, UpOut, KALW Radio, Momentum Magazine, Chinook Book, Sierra Club, Experience Life Magazine, Happy Cow, Epoch Times & NTD TV, The Organic & Non-GMO Report and Milo Foundation.

More information about Green Festival can be found at www.greenfestivals.org. For news and updates, follow Green Festival on [Facebook](#) and Twitter @GreenFestival.

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About Green Festivals

Green Festivals, Inc. organizes Green Festival®, America's largest and longest-running sustainability and green living event. Green Festival Expo is a vibrant, dynamic marketplace where companies and organizations come to showcase their green products, services and programs, and where people go to learn how to live healthier, more sustainable lives. Green Festival is inspiring and empowering consumers, communities and businesses to work green, play green and live green. Based in Asheville, North Carolina, the organization produces Green Festival Expo events in New York, Washington D.C., Los Angeles, San Francisco and Portland. Learn more at www.greenfestivals.org.

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