

For Immediate Release...



April 20, 2009

## Going Green Means BIG Rewards!

Underground Atlanta and REI Present a FREE Green Rewards Festival on May 16 with headliner Dionne Farris

**What:** Green Rewards Festival  
**When:** Saturday, May 16  
**Where:** Kenny's Alley at Underground Atlanta  
50 Upper Alabama St., Atlanta, GA 30303  
**Time:** Noon – 5 p.m.  
3 p.m. - performance by Dionne Farris  
**Price:** FREE

**ATLANTA** – “Going Green” is all the rage...and with good reason. Celebrate the movement and reward yourself at the FREE Green Rewards Festival at Underground Atlanta on Saturday, May 16 from noon – 5 p.m. in Kenny's Alley. The festival will celebrate the launch of [www.GoGreenGetRewards.com](http://www.GoGreenGetRewards.com), a volunteer rewards program created to support environmental non-profits and reward social activism.

The event will feature live music with special performance by Grammy nominee Dionne Farris as well as the blues, jazz and funk band, Room 2 Groove. Take a glimpse at what else you can expect at this worthy festival:

- o Children will enjoy creating crafts from recycled materials at the green kid zone while being captivated by the one and only Captain Planet. REI will present their PEAK program a fun way to educate and entertain children of all ages.
- o Shop our green vendors to purchase environmentally conscious products.
- o Presenting sponsor REI will host an “Eco-fashion show” featuring the latest in eco-fashions.
- o Bring your old electronics for free onsite electronic recycling and take advantage of green giveaways throughout the day.
- o Non-profits including the Captain Planet Foundation, Sierra Club, Georgia Organics and Southface will be on site.
- o Vendor giveaways, totaling more than \$2,000 in FREE merchandise you can win.

The green event strives to leave no footprint on the environment while simultaneously educating the public about the importance of environmental awareness. Ride Marta, bring refillable bottles for your drinks, electronic items to recycle, dress in your recycled best for the fashion show, or just show up to get your green rewards and enjoy the music and activities.

There are still opportunities to participate as a sponsor, nonprofit partner, and/or vendor. Contact Tammy Allen at 678.344.6032 or [tammyallen1@comcast.net](mailto:tammyallen1@comcast.net) for more information.

**About Underground Atlanta:** Conveniently located near the Georgia State Capitol, Georgia Aquarium, World of Coca-Cola, and the Martin Luther King Jr. History Center, Underground Atlanta is a great place to start the day visiting downtown's attractions and events. Located in the heart of the city, Underground offers a wide variety of shops, restaurants and activities for everyone to enjoy. Explore six blocks, twelve acres, three levels and 225,000 ft. of shopping, restaurants and entertainment, as well as the restaurants and clubs in Atlanta's hottest nightclub area, Kenny's Alley! Be sure to visit [www.underground-atlanta.com](http://www.underground-atlanta.com) for more information or call Underground Atlanta at 404-523-2311.

GoGreenGetRewards.com / Festival Contact: Tammy Allen – 678.344.6032 or [tammyallen1@comcast.net](mailto:tammyallen1@comcast.net).

Underground Atlanta Media Contact: Tara Murphy / Ashley Hesseltine - 360 Media, Inc. - 404.577.8686 or [info@360media.net](mailto:info@360media.net).

[www.GoGreenGetRewards.com](http://www.GoGreenGetRewards.com)

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