



## FOR IMMEDIATE RELEASE

Contact: Erica Black, Event Chair  
847-951-4442  
lax.earthfair@gmail.com

# EARTH FAIR 2023 – MAKE EVERY DAY EARTH DAY!

**Earth Fair:** Sunday, April 30 – 11AM to 5PM at Myrick Park, 789 Myrick Park Drive, La Crosse, WI

LA CROSSE, WI – April 3, 2023 – The 15th annual Earth Fair will be held in celebration of the 53<sup>rd</sup> anniversary of Earth Day, a world-wide day of environmental awareness initiated by former Wisconsin Governor Gaylord Nelson. This year's FREE family-friendly event is held in Myrick Park with indoor and outdoor events and activities for all ages.

The eco-friendly activities will include Green Goose Chase Scavenger hunt, Trail Trek Challenge kick-off, children's crafts, The Nature Place's Critter Mobile, Driftless Area BioBlitz with insect displays and presentation, live music, green vendor booths, raptor demonstrations, EV vehicle event, farmer & artisan market, food and MORE!

For a full list of events, times, and details visit [www.earthfairlacrosse.com](http://www.earthfairlacrosse.com) and follow us on the Sustainability Institute's Facebook page.

**The Green Goose Chase** – mission-based scavenger hunt will start on Friday, April 21<sup>st</sup> and last until April 30<sup>th</sup> at 2PM. Team sign-up is open NOW and instructions can be found at [www.sustaininstitute.com/greengoosechase](http://www.sustaininstitute.com/greengoosechase). The FREE event will be accessible by smartphone and includes missions for teams to complete to earn points and win prizes. Exclusive Earth Fair mini missions and a Team Celebration event will happen during the Earth Fair with prize drawings and trophies at 3PM.

**The 2023 Trail Trek Challenge** will kick off at the Earth Fair at 11AM. The Trail Trek Challenge is the year-round hike/walk program at nature preserves protected by Mississippi Valley Conservancy. The challenge is to hike at least 5 of the 15 designated trails in the program within a year.

**The Plants, Pollinators & MORE** room will have native plants, insect displays and highlighted local sustainability initiatives including the Nature Place native gardens, Habitat ReStore, City of La Crosse programs, Prairie Enthusiasts and Prairie Moon Nursery.

The Earth Fair committee would like to alert attendees that there will NOT be a 2023 Recycling Fair. Other local recycling opportunities in the month of April will be highlighted on the Earth Fair website.

Parking is extremely limited inside of Myrick Park. We encourage people to walk, bike, ride the bus or carpool. The MTU will offer a revised route that drops off close to the Myrick Park entrance and fares will be waived on April 30<sup>th</sup>.

If driving is required, Earth Fair attendees should be aware of ROAD CLOSURES AND CONSTRUCTION on La Crosse Street east of Myrick Park (Closure from Losey Boulevard to 23<sup>rd</sup> Street North). When driving to the Earth Fair, take Lang Drive/West Avenue to La Crosse Street. Head east on La Crosse Street to Myrick Park. Please park in neighborhood side streets. Paid parking is also available at UW La Crosse.

Event sponsors and in-kind donors include: Gundersen Health System, Strive2Thrive Coulee Region, Franciscan Sisters of Perpetual Adoration, Dairyland Power Cooperative, People's Food Co-op, Western Technical College, Dahl Automotive, Three Sixty Real Estate Solutions, Mayo Clinic Health System, Bridges Church, Larson's General, Toyota of La Crosse, La Crosse Public Library, The Nature Place, Hilltopper Refuse & Recycling, Smith's Bike Shop, LAXPrint, Prizm, Magnum Media, Prairie Moon Nursery, Organic Valley, Lee Harwell Photography, HSR Associates, Fowler & Hammer Inc., Mississippi Valley Conservancy, and Kwik Trip.

###

## **BACKGROUND**

The Earth Fair was first held in La Crosse in 2009 and many of the founding committee members are still actively involved. It was organized by a group of individuals and organizations that wanted to build environmental awareness in La Crosse through a fun and educational event. Today that tradition is carried on by an all-volunteer committee of community members. The event has been hosted and cared for by the Sustainability Institute since 2018.