

The logo for the 2009 Santa Monica Festival. It features a stylized sunburst or flower-like graphic at the top left, with the year '2009' inside it. To the right of the graphic, the words 'santamonica' and 'festival' are written in a bold, sans-serif font. 'santamonica' is in a smaller size and positioned above 'festival'.

# 2009 santamonica festival

REVEL WITH A CAUSE  
SATURDAY, MAY 9, 2009  
11:00AM - 6:00PM  
Clover Park, 2600 Ocean Park Blvd., Santa Monica

## FESTIVAL FACT SHEET

*Presented by The City of Santa Monica Cultural Affairs Division &  
The City of Santa Monica Environmental and Public Works Management Department*  
**Free admission and free parking** <http://arts.santa-monica.org/>

The Santa Monica Festival is a celebration with a purpose, highlighting the dynamic connection between the City's communities, culture, business, environment and art. In its eighteenth year, locals have looked forward to this annual event since 1991. The festival aims to inspire participants to live a greener, healthier and more sustainable lifestyle. The festival adopts zero waste principles to minimize garbage going into landfills and maximize recycling. Revelers enjoy an eclectic mix of music and dance while celebrating Santa Monica's vibrant spirit.

### Festival Components

- **Performances** Enjoy two stages of energetic music and colorful dance.
- **Workshops** Get crafty at hands-on art workshops for all ages.
- **Eco Zone** Paint the town green as you learn about earth-friendly organizations that create positive and sustainable change locally, nationally, and internationally.
- **Town Square** Meet the individuals and organizations who are committed to making Santa Monica shine.
- **Global Café** Think global. Eat local. Fare from cultures near and far.
- **The Marketplace** Shop from colorful arts and crafts vendors from around the block and around the planet.

### Festival Marketing and Demographics

- Annual average attendance of 10,000 - 15,000
- Marketing efforts reach millions of Southern Californians
- Target audience includes at least 50% families with young children and young adults under the age of 35
- Advertising and media outlets including radio, the blogosphere, television and print