



For Immediate Release  
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## **PITTSBURGH EARTH DAY CELEBRATION RESCHEDULED**

### **EVENTS TO OCCUR IN AUGUST 2020**

**Including multiple festivals, the Sustainable Business Breakfast, Ecolution Fashion Show, Earth to Table Dinner, and Eco Short Film Showcase**

**Digital Earth Day Celebration Planned for April**

**Visit [PittsburghEarthDay.org](http://PittsburghEarthDay.org) for Full Details**

**Pittsburgh, PA** –When organizers of Pittsburgh Earth Day developed the slogan “Earth Day, Every Day” they had no idea, that the Coronavirus would turn this simple saying into a necessity. Pittsburgh Earth Day Celebrations, which had been centered around the event’s 50<sup>th</sup> Anniversary on April 22, 2020, have now been rescheduled for August.

#### **New Dates**

The 6<sup>th</sup> annual Pittsburgh Earth Day celebrations will include:

- Go Green at Market Square, Friday, August 14 and Saturday, August 15 in Market Square
- Growing up Green Festival - Saturday, August 22 in Schenley Plaza
- Sustainable Business Breakfast - Thursday, August 27 at the Fairmont Pittsburgh Hotel
- Ecolution Fashion Show - Friday, August 28 at the Carnegie Museum
- Earth to Table Dinner - Sunday, April 29 at Kingfly Distillery
- Eco Film Showcase – Throughout the month of August at a variety of locations

#### **Digital Plans**

Pittsburgh Earth Day has already launched “The Green Voice” an e-newsletter that is packed with tips to help people develop environmentally friendly habits and practices. To sign-up to receive this e-newsletter, visit [PittsburghEarthDay.org](http://PittsburghEarthDay.org) where you will be prompted to sign-up.

Additionally, over the next few weeks, Pittsburgh Earth Day will share a variety of ways to learn more about sustainability and to celebrate Earth Day from the comfort of your own home. Plans include a curated digital Eco Film Showcase – sharing where people can find important films on environmental topics, an earth-inspired recipe challenge, and family-friendly activities for all ages to undertake among other ideas currently in the works.

## **Pittsburgh Earth Day**

To celebrate the 50<sup>th</sup> anniversary of Earth Day and Pittsburgh is well poised to observe our important role as a thriving center for sustainability, green innovation, LEED-certified development, farm-to-table initiatives, and environmentally-friendly events. Pittsburgh Earth Day will present a series of events that celebrate the undeniable evolution of Pittsburgh becoming a global leader in green initiatives.

New for 2020, Duquesne Light Company (DLC) will be the Title Sponsor of all Pittsburgh Earth Day events. DLC is not only committed to reducing the environmental impact of its operations, but also to helping its customers make sustainable choices in order to create a dynamic future for the community. By offering incentives to customers purchasing electric vehicles (EV), installing EV charging stations throughout its service territory, and educating customers with an online [EV guide](#), DLC continues to push the mark on the region's electric mobility efforts.

"Duquesne Light's commitment to sustainability isn't just a priority today, it's also critically important to the continued future growth and prosperity of our region," said DLC President & CEO Steve Malnight. "We are committed to our role as a leader and partner in tackling the issues brought on by climate change, and continuing to provide green products and services that enable our customers to achieve their own sustainability goals."

More details and information are continually being added and updated at [PittsburghEarthDay.org](https://pittsburghearthday.org). Additionally, the Pittsburgh Earth Day Website will serve as a resource of all Earth Day activities and events occurring in the region. Organizations and communities hosting events can submit their information for inclusion at: <https://pittsburghearthday.org/event-submission/>

The City of Pittsburgh is an active partner in presenting and promoting Pittsburgh Earth Day, viewing the events as a vibrant celebration of the city's mission to continue to grow as a sustainable city.

"Pittsburgh is a vibrant, shining example of a city investing in and adopting green and sustainable technologies and practices," said Mayor William Peduto. "We look forward to celebrating our efforts during Pittsburgh Earth Day 2020. But it is even more important that we continually turn an eye towards how we can improve, innovate, grow, and lead the way when it comes to being a city truly invested in transformation and development."

Additional Pittsburgh Earth Day details are being finalized and will be unveiled in the coming weeks. This includes a very special tribute by some of Pittsburgh's best known and loved musicians.

Opportunities for corporate and media sponsors are available. Please contact Rachel Winner-Eberhardt at (412) 292-0333 to discuss participation.

### **About Pittsburgh Earth Day:**

*Pittsburgh Earth Day 2020: Are You In?* is a citywide celebration of advancements made in sustainability, technology, and innovation where people live, work and play, taking place in August 2020. With exciting activities held in venues throughout the city of Pittsburgh. Honoring the transformation from Pittsburgh's Steel City past to a thriving home for green innovation, LEED certified development, farm to table initiatives and environmentally-friendly events, Pittsburgh Earth Day honors the collaboration of businesses, community organizations and green purveyors that are changing the landscape of our region.

Since 2015, Pittsburgh Earth Day has been produced by Acrobatique Creative; in 2020 Pittsburgh Earth Day has been established as a 501(c)3 non-profit organization.

Pittsburgh Earth Day Events are made possible with generous support from: Duquesne Light Company, Covestro, PittOhio, Carmeuse, UPMC Health Plan, Alcosan, Port Authority, Giant Eagle, Heinz Endowments, Dollar Bank, BNY Mellon, Lamar, Entercom Pittsburgh,

Natural Awakenings, Inspiring Lives, Sensi, NextPGH, Social Butterfly Magazine, Great Lakes Brewing, Hello Inspire, Commonwealth Charter Academy, Women for a Healthy Environment, Pittsburgh Magazine, Pittsburgh Current, Table Magazine, Farm to Table Pittsburgh, Sustainable Pittsburgh, Pittsburgh Downtown Partnership, Fairmont Pittsburgh, Carnegie Museum of Art and Natural History, Carnegie Science Center, The Children's Museum of Pittsburgh, University of Pittsburgh School of Business Center for Sustainable Business, REI, Salon Izzazu, Eon's Fashion Antique, The Allegheny Conference, and The Pittsburgh Zoo and PPG Aquarium, Ditto, Docherty Agency, Kingfly Spirits, Sustainable Pittsburgh Restaurants, Tree Pittsburgh, BikePGH, Greater Pittsburgh Community Food Bank, Penn Future, Rivers of Steel, Oakland Business Improvement District, Serendipity Labs, Budget Dumpster, 412 Food Rescue, Church Recording Studio, Studio L, Pittsburgh Fashion Week, Women Who Rock, CEO's for Sustainability, Community Development Corporation, and Kidsburgh.

For more information, visit [PittsburghEarthDay.org](http://PittsburghEarthDay.org). Like Pittsburgh Earth Day on Facebook and follow @PghEarthDay on Twitter and Instagram. Join the conversation online with #PghEarthDay.