

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Young Designers Create Their Own Stimulus Package

Downtown Tampa, FL – “No one visits downtown Tampa on the weekends.”

This statement, made by countless Tampa commuters, is precisely the fallacy that the Urban Charrette is trying to change with ECO.lution. A weeklong series of community focused interactive events, ECO.lution is designed to encourage residents to make sustainable choices. “ECO.lution gives Tampa the opportunity to connect and engage with those organizations who are already working to develop an authentic, sustainable and civically engaged Tampa,” says Adam Fritz, Board of Director for the Urban Charrette.

On March 27th from 11am – 10pm, ECO.festival will bring local vendors to Tampa’s Lykes Gaslight Park and the streets of downtown for a day of live music, gourmet food and fun to celebrate Tampa’s riverfront and the local businesses that make up the soul of our city. Admission is free and will feature ECO.kingdom with children’s activities, live performances from local musicians, as well as organizations and businesses working to improve the quality of life for Tampa’s residents. Attendees will get a chance to sample local tastes from area restaurants and specialty brewers and purchase produce from the veggie patch.

“Sustainability is not just about being green,” says Taryn Sabia of the Urban Charrette. The Urban Charrette has identified five focus areas: neighborhoods, transportation, natural assets, community building through the arts and the local economy; all of which work in conjunction to make a more livable and sustainable Tampa. The festival will showcase organizations that are working on these issues and provide the opportunity for the public to learn more about these efforts and how they can help.

The decline in the construction industry has had a ripple effect across related industries. According to Fritz, who works for a local architecture firm, “many of my architecture and engineering colleagues are out of work and are looking for an opportunity to refocus their efforts to propel our city towards a positive shift.” Now in its third year, the concept behind ECO.lution was to help rediscover Tampa’s identity and authenticity. According to Fritz, “These issues are fundamental not only to architects who work to improve the built environment but to everyone who cares about this city.”

This year's ECO.festival is partnering with the second annual Tampa Twilight Criterium. The Criterium or "Crit" is a fast paced, urban bike race through the streets of Downtown Tampa. "Joining forces with the Urban Charrette creates great synergy between our events" said Karen Kress of the Tampa Downtown Partnership. "It will be a fun community celebration with a backdrop of athletes traveling of speeds up to 35 miles per hour on their bikes".

The Urban Charrette is hoping that everyone from across the Tampa Bay area will come out to enjoy these exciting events and maybe learn something in the process. For more information about ECO.lution visit the website at www.ecolutiontampa.com. Sponsorship and vendor opportunities are also available.

ECO.lution 2010 Events Schedule

ECO.expo

25 March Thursday | 4-8pm

(Ritz Ybor Theater, 1503 7th Avenue - Tampa, Florida)

Presented by Florida Business Interiors

- Architecture + interior design green products show featuring a discussion
- Open to the public, RSVP for free admission or \$5 donation requested at the event.

ECO.festival

27 March Saturday | 11-10pm

(Lykes Gaslight Park + Downtown Tampa)

- Harmonious Wines – Enjoy tasting wines that are making a difference environmentally.
- Local Food – Sample locally grown and prepared foods from Tampa growers and restaurants.
- Outdoor Expo - Green products, practices, services and solutions.
- Live music including Shane Meade & the Sound.
- Watch the second annual Tampa Twilight Criterium - a fast paced, urban bike race through the streets of Downtown Tampa.

Paint the Town GREEN

02 April Friday | Starts at 5pm

(Various locations in & around Downtown Tampa + Ybor City)

- Participants will receive passports to record their journey, visiting the bars, galleries and destinations along the HART Green Line and the TECO Streetcar.
- Passports are available at local retailers and online – see www.ecolutiontampa.com for locations.

Join the ECO.lution!

Become a sponsor, vendor or partner and help make Tampa a sustainable city. For more information contact us at ecolutiontampa@gmail.com or visit the event website www.ecolutiontampa.com