Hello Friends and Allies

Hola amigos y aliados! We are grateful and thrilled to have you as partners in our 4th annual Americas Latino Eco Festival (ALEF) from October 13 - 16, 2016 ALEF will welcome celebrities, artists, scientists, and community and public policy leaders of the Americas to discuss novel solutions in advancing a healthy environment, locally and globally, through advocacy, education, and engagement of culturally diverse populations. This year’s regions of honor will be the Amazon and Arctic National Refuge, with Puerto Rico as the country of honor. In this package you will find tools to complement the outreach efforts as well as important information to ensure the success and impact of our 4th annual Americas Latino Eco Festival.

Thank you again for your support!

Key Details

What: Americas Latino Eco Fest 2016: People & Forests First: Shades of Hope
When: October 13 – 15 2016
Who: Over 300 presenters and participants, and an audience of over 2000 individuals.

Campaign website, social media properties, handles & hashtags

Please note the following social media properties that are being used and promoted for this year’s festival.

Americas Latino Eco Festival
http://americaslatinoecofestival.org/

Festival Facebook Pages
https://www.facebook.com/AmericasLatinoFestival

Festival Hashtags
#ALEF2016
#Colorado
#ProtectMiTierra
#VotaPorMadreTierra
#GreenLatinos

Festival & Sponsor Twitter Handles
Green Latinos @GreenLatinos
Amazon AID @AmazonAidF
World Wildlife Fund @World_Wildlife
Great Outdoors Colorado @GreatOutdoorsCO
National Wildlife Federation @NWF
Voces Verdes @VocesVerdes
National Park Foundation @GoParks
Colorado Parks & Wildlife @COParksWildlife
Sachamama @Sachamamaorg
Telemundo Denver @telemundodenver
TNC @Nature_Colorado
USFS @forestservice
An updated Press Release to communicate all the information to your partners and networks.

FOR IMMEDIATE RELEASE September 12, 2016
Contact: Felipe Benitez felipe@benitezstrategies.com (202) 215-9664
Susana Flores Susana@benitezstrategies.com (915) 525-2434

Colorado to Host Largest U.S. Latino Environmental Festival for the Fourth Year

DENVER, CO – September 13, 2016 – (HISPANICIZE WIRE) – Denver will host the 4th annual Americas Latino Eco Festival (ALEF) from October 13 – 16, 2016. The event, People & Forests First: Shades of Hope, is produced by Americas for Conservation + the Arts (AFC+A) and is co-presented by The Nature Conservancy, Sachamama, and GreenLatinos in partnership with the U.S. Forest Service, Amazon Aid, the Governors’ Climate and Forests Taskforce, and the Denver Metro Chamber of Commerce.

ALEF is a Latino-hosted multicultural gathering, elevating in particular the voices of communities of color, and of women in conservation and cultural leadership, fostering collaboration to better tackle environmental problems from many angles, and using art and culture to communicate environmental awareness and shared values. The four themes of this year’s ALEF include: People and Forests, Restoration and Public Lands, Acting on Climate Change, and Protecting and Honoring Environmental Fighters in the Americas and around the Globe. This year’s regions of honor will be the Amazon and Arctic National Refuge, with Puerto Rico as the country of honor.

“This year’s festival is more urgent than ever,” said Irene Vilar, founder of AFC+A and ALEF. “Our gathering comes at an historic moment in which the Latino community needs to voice their cultural heritage and shared values for the protection of our Madre Tierra and our children’s future, which depends on her health and the conservation of our natural resources. We look forward to having meaningful conversations and taking actions that will help in the conscious stewardship and conservation of our public lands and natural resources in our country and around the world.”

ALEF will welcome celebrities, artists, scientists, and community and public policy leaders of the Americas to discuss novel solutions in advancing a healthy environment, locally and globally, through advocacy, education, and engagement of culturally diverse populations.

The three-day event will include an environmental film series, leadership trainings, an eco book fair, a green impact fair, a leadership summit, and a family day full of kid and family-friendly events including a BioBlitz, an interactive and inclusive biological survey of local surroundings in partnership with the U.S. Forest Service.


Talking Points

Key messaging ideas to help shape the conversation

• People and Forests
• Restoration and Public Lands
• Acting on Climate Change
• Protecting and Honoring Environmental Leaders in the Americas and around the Globe.

We invite everyone to join us in the celebration of people and forests, and our deep interconnection and symbiotic relationship, and the opportunity to make a positive impact for current and future generations.
— IMAX Screening “Restoration” Produced by Tree Media & DiCaprio Foundation
— “Share the Love” pollinator conservation music video launch; artist Brooke Leifer, sponsored by US Forest Service
— IMAX Screening “River of Gold” Colorado Premier by Amazon Aid
— Diversifying Culture and Conservation Workshop
— Environmental Justice 25 Years Commemoration
— Special Event EJ 2016-2017 Call2Action: Puerto Rico
— Berta Caceres Tree Planting Living Memorial
— U-CAN Youth Leadership Training Program (United Cultures for Arts & Nature)
— Earth Women Rising: Launch of Latina Environmental Giving Circle
— Powering the Health of Forests & People Diálogo
— Fiesta & Nuestra Familia Awards
— #NatureArtsRx Family Day
— Colorado Rewild Book Fair
— Indigenous Voices & Ancestral Knowledge Special Event
— #DiscoverMiTierra BioBlitz: 4th Graders in a Citizen Science & Arts Inspired Day
— #ProtectMiTierra Impact Job Fair
— Gra/f icomovil Community Exhibit Installation
— Forest & People Leadership Summit

The 4 Pilars of the Event

People and Forests

ALEF will help people understand the value of trees and forests to their health and well-being. Planting trees and other vegetation in urban and rural settings, aids in climate change adaptation and resiliency. Land restoration improves lives and the health of individuals and communities by providing clean air, clean water, increased oxygen and reduced flooding, while improving mental, physical and emotional health through a deeper connection with nature.

Restoration and Public Lands

ALEF will invite, include, and involve Latino and other diverse communities in decision-making and restoration activities surrounding conservation and management of public lands, as a cohesive effort is imperative to all humans in the face of climate change. The U.S. Forest Service will engage Latino community leaders in a conversation surrounding the next 100 years of conservation.

Acting on Climate Change

This year’s festival will continue to be a venue to provide climate change education and opportunities to take action. Climate change discussions will include the Clean Power Plan, issues surrounding methane release, avenues towards a green economy, pathways to internship and careers in natural resource conservation, ways to take action through civic engagement such as voting, participating in the restoration of the land and daily actions that can make a positive impact into the future.

Protecting and Honoring Environmental Leaders in the Americas and around the Globe

One of ALEF’s missions is to advocate for the protection of the rights and lives of environmental stewards throughout the Americas. Berta Caceres, one of our recent environmental heroes, lost her life to the greed and corruption of anti-environmental forces. ALEF participants will plant a tree as a living memorial in honor of Berta and her valiant fight for the rights of people and the natural resources that sustain us all. We invite everyone to join us in the celebration of people and forests, and our deep interconnection and symbiotic relationship, and the opportunity to make a positive impact for current and future generations.
Follow @ForConservation, @GreenLatinos, @AmazonAidF, @World_Wildlife, @GreatOutdoorsCO, @NWF, @VoicesVerdes, @GoParks, @COParksWildlife, @Sachamamaorg, @telemundodenver, @nature_colorado, @forestservice to retweet #GreenLatinos #ALEF2016 #Colorado #ProtectMiTierra and your reasons to get involved.

Samples of social media post for Facebook and Twitter.

One week prior the Event
#Colorado Next week, we will be using art and culture to communicate environmental awareness and shared values #GreenLatinos
#Greenlatinans event will welcome celebrities, and scientists, to discuss solutions in advancing a healthy environment #ProtectMiTierra
This year’s regions of honor will be the Amazon and Arctic National Refuge, #GreenLatinos #Colorado
#PuertoRico is the country of honor at #ALEF2016 #GreenLatino #Colorado
I am #GreenLatino are you? Let’s work together to #ProtectMiTierra and #ALEF2016
Due to economic barriers, Latinos may have more difficulty accessing services that help to alleviate climate-induced health problems. #ALEF2016
Roughly 1 in 4 Latinos in the U.S. lives under the poverty level, which can create financial barriers to accessing appropriate healthcare.
Half of Latinos live in coastal communities that face higher risks of extreme hurricanes and increased storm surge #ProtectMiTierra
85% of Latinos believe it is very important to reduce smog and air pollution. #ProtectMiTierra
Join us on October 13-15 for our 4th annual Americas Latino Eco Festival (ALEF) The event, People & Forests First: Shades of Hope #Colorado #GreenLatinos
ALEF is a Latino-hosted multicultural gathering, elevating in particular the voices of communities of color, and of women in conservation and cultural leadership, fostering collaboration to better tackle environmental problems from many angles, and using art and culture to communicate environmental awareness and shared values. #Colorado #ProtectmiTierra
Join us for a family day full of kid and family-friendly events including a BioBlitz, an interactive and inclusive biological survey of local surroundings in partnership with the U.S. Forest Service. #ProtectMiTierra #Colorado
Nationally, over 1.8 million Latinos live within a half-mile radius of oil and gas infrastructure. One half-mile is the distance within which grave health impacts and/or dangerous levels of air toxins have been directly ascribed to oil and gas development. #ProtectMiTierra
Methane pollution and toxic chemicals from the oil and gas industry can increase smog, worsening respiratory diseases such as asthma and cardiovascular disease, potentially leading to premature death. #ProtectMiTierra

During the Event (10/13 – 10/15)
Enjoy a family day full of kid and family-friendly events including a BioBlitz, an interactive and inclusive biological survey #ALEF2016
#ALEF2016 welcome celebrities, artists, scientists, and community and public policy leaders at #GreenLatinos event #Colorado
#ALEF2016 A three-day: environmental film series, an ecobook fair, a green impact fair, a leadership summit #Colorado
Facebook. Follow Latino Eco Festival & @ForConservation to post #GreenLatinos #ALEF2016 #ProtectMiTierra and your reasons to get involved.
Happening NOW, hundreds of Latinos families enjoying environmental film series, leadership trainings, an eco-book fair, a green impact fair, a leadership summit.
Celebrities, artists, scientists, and community and public policy leaders of the Americas discussing novel solutions in advancing a healthy environment, locally and globally, through advocacy, education, and engagement of culturally diverse populations. #Colorado #GreenLatinos [Graphic]
ALEF invites you to join our social media campaign:
#GreenLatinos   #ProtectMiTierra   #VotaPorMadreTierra

Participation is easy:
1) Submit a horizontal portrait of yourself with an outdoor background
2) Provide a quote in 35 words or less
3) If available, include your twitter and Instagram handles
4) Post* your pic in your facebook, twitter, and Instagram headed with these three handles: #GreenLatinos #ProtectMiTierra #VotaPorMadreTierra
5) Send your photo, quote and info to lhotse@americasforconservation.org

We’ll begin posting contributions October 15, 2016

*CONTEST - Whoever gets the most shares (Twitter, Facebook, Instagram) with the #GreenLatino #ProtectMiTierra #VotaPorMadreTierra hashtags [posts with pics & posts from others phones/accounts count double!].

FIRST PLACE - Wins a weekend family vacation in the Grand Teton National Park, WY Jackson Lake Lodge (min SET 1,000 posts)
SECOND PLACE - Wins a weekend family vacation in the Rocky Mountain National Park, CO, YMCA (min SET 500 posts)
THIRD PLACE - Wins an Echo Canyon River Expedition full day family adventure (min SET 250 posts)

Because advocates must come together
Social Media Creatives

AMERICAS LATINO ECOfESTIVAL

With the main sponsorship of:
The Nature Conservancy

In partnership with:

#Colorado Rewild Book Fair
Advancing Diversity & Conservation in Publishing.

Saturday Oct 15
@McNichols Civic Bldg

AMERICAS LATINO ECOfESTIVAL
Tuesday Oct 13
DENVER MUSEUM OF NATURE & SCIENCE

#DiscoverMiTierra BioBlitz
4th graders come together with outdoors mentors for an exciting citizen science and arts inspired day.

#DescubreMiTierra BioBlitz
Alumnos de 4to Nivel junto a mentores usan arte y ciencia para disfrutar los exteriores

In partnership with:

DENVER ARTS & THERAPY

#NatureRx Día de Familia
Films, performances, art workshops, art exhibits, talks.
Películas, actuaciones, talleres de arte, exhibiciones de arte, charlas y más.

Saturday Oct 15
McNichols Civic Center Building
144 West Colfax (corner of West Colfax and Bannock)

In partnership with:

BONFILS STANTON FOUNDATION