

FOR IMMEDIATE RELEASE

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“Cheers to Earth Day Every Day” at Pale Fire Brewing

HARRISONBURG, Va. - Join Pale Fire Brewing at 217 S. Liberty St. #105 for drinks and hors d'oeuvres Tuesday, Feb. 18, from 6-7 p.m. to celebrate Earth Day Every Day of Harrisonburg, a new non-profit with a mission of reducing waste in our community, especially plastic waste.

Elly Swecker, founder and chair of Earth Day Every Day, will formally announce the organization's exciting plans leading up to and taking place during the 50th Anniversary of Earth Day in April 2020.

“After over a year of intense research, planning, and development, it is so exciting to be at this place, sharing our initiatives of waste reduction with the community,” Swecker explains.

Among their plans, Earth Day Every Day will reveal details about April 3 and the unveiling of a "No Plastic Waste" themed mosaic designed by professional artist Barbara Camph of Oasis Fine Arts and Craft with ideas provided by art students from East Rockingham High School. The mosaic will be hung on the Newman-Ruddle building in downtown Harrisonburg.

Additionally, Earth Day Every Day will announce an acclaimed nationally and internationally known waste reduction speaker who will be in Harrisonburg on Earth Day, April 22. Earth Day Every Day will host this speaker's public presentation at 7 p.m. at Madison Hall, JMU. Attend the Pale Fire kickoff event to register for this free event with limited seating!

The Feb. 18 kickoff event will also feature local singer-songwriter Doug Hendren's performance of a debut song, “Landfill Blues”, that he dedicated to Earth Day Every Day and its initiatives. More on Hendren can be found at musicalscapel.com.

[Earth Day Every Day of Harrisonburg](#) was founded in June 2019 by Elly Swecker, a retired director of area non-profit organizations. It is a 501(c)3 grassroots and all-volunteer environmental organization under the New Community Project and is based in Harrisonburg, Va. The organization informs on harmful effects of plastic pollution, provides practical solutions, and with community, hosts Earth Day events.

If you are interested in this event or organization and would like more information, please contact Earth Day Every Day's media contact. She would be happy to connect you with event organizers and attendees.

Contact: Milla Sue Wisecarver, earthdayeverydayofharrisonburg@gmail.com, 540-434-1175

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Email Pitch *Template*

Subject line: "Cheers to Earth Day Every Day" at Pale Fire Brewing

Good morning _____ ,

My name is Madison Farabaugh, and I work for Bluestone Communications, James Madison University's student-run Public Relations firm.

I enjoyed following WHSV's coverage of the climate strikes in Harrisonburg and Staunton this past September. It was incredibly refreshing to see how our community came so boldly together to encourage positive environmental changes!

I am contacting you now because I am curious to know, how will you be celebrating the 50th Anniversary of Earth Day this year? After covering the excitement of the climate strikes, I thought you or a colleague may be interested in learning more about a few upcoming events hosted by Earth Day Every Day of Harrisonburg, a new nonprofit with initiatives to reduce waste in our community, specifically plastic wastes

On Tuesday, Feb. 18 at 6 p.m., Earth Day Every Day of Harrisonburg will host its kickoff event at Pale Fire Brewing. The organization's founder and members will be present to announce multiple events and initiatives leading up to and taking place during Earth Day this April. For instance, more details will be given regarding the unveiling of a "No Plastic Waste" themed mosaic for downtown Harrisonburg and a public Earth Day presentation by an acclaimed nationally and internationally known waste-reduction speaker at 7 p.m. in Madison Hall, JMU on April 22. The kickoff event will also feature local singer-songwriter Doug Hendren's performance of a debut song, "Landfill Blues", that he dedicated to Earth Day Every Day and its initiatives. Altogether, Feb. 18 will be a night of celebration and appreciation!

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Are you interested in covering the Feb. 18 kickoff event or conducting interviews? If so, please contact me at mfarab3779@gmail.com. I would be happy to connect you with event organizers and/or attendees.

Best,
Madison Farabaugh

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