



Press Release

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For immediate release

South Beach's Sagamore Hotel lays out the Green Carpet to celebrate Earth Day in Style!

What: Green Carpet Earth Day Celebration

When: Tuesday, April 22, 2008 / 8:00pm – 12:00am

Where: The Sagamore Hotel / 1671 Collins Ave Miami Beach, FL 33139

The Green Movement has come full force to Miami, and it is up to us to steer this amazing cultural phenomenon for the benefit of our community.

Green Art USA has created an important event to coincide with Earth Day on April 22nd. To kick off the event will be to paint the town GREEN! The celebration will be held at the Sagamore Hotel in South Beach from 8:00 pm to 12:00 am. This venue was selected because of its reputation of being "The Art Hotel" and for its genuine enthusiastic response to help Green Art USA promote Earth Day.

The Green Carpet Earth Day Celebration will create the message of a healthier greener world, communicated through art, fashion, and visual presentations.

Green Art USA is a non-profit organization founded by Luis Valenzuela, to support the community in creating educational art programs, promoting ecological responsible alternatives. We re-use and re-cycle to re-duce waste. Through our projects we also show how we can maximize our energy resources.

Through the Green Carpet event our intentions are to spread the word of change and create an impact on society. And the purpose of our art projects is to generate change in our behavior in many ways as possible, and to reach our goal for a better life; not just for us, but also for the new generation. Our children may one day not be able to enjoy all our natural resources and beauty, just because of the footprints we are leaving. By developing the educational aspects in all our projects we will create a better response in the future, as a result we can increase the number of green activities in our local community.

The beginning for this event will start with one of the green art USA.org board members, Vanessa Hauc (Telemundo-NBC) opening the green carpet with The City of Miami Mayor Manny Diaz and City of Miami Beach Commissioner Saul Gross, and Osvaldo Pirex CEO Global Renewable Energy Advanced Technologies Expo and Summit Washington DC 2009; among others local greener. All Green art USA.org supporters will be there to welcome all attendants and media partners, involved or interested in Miami's Green movement. There will be an hour open bar, special drink Red-Champagne by Red Bull, VIP green Launch area sponsored by Urban Icon, hors d'oeuvres sponsored by Social Miami @ Sagamore Restaurant, and renown DJ's. We plan to do a short video and speech presentation to share with the community about the green activities we are doing in the city. We will have people from ECOMB (Environmental Coalition of Miami Beach) presenting their educational art programs as well.

We are also going to have an interactive Eco-Fashion Show featuring imaginative designs created from organic, recycled, and sustainable materials. The designers showcased are all rising stars and local visionaries of the environmentally conscious fashion movement, sponsored by EcoFashionFlorida.com. Last but not least a raffle, where the winners will receive amazing products and services from the green market and more.

The proceeds from all our events this year will help to support to develop our next educational art project, we plan to issue a challenge for all Miami School students to create art Installations showing us how to use renewable energies, the art installations will be exhibited in a public place in the City of Miami during Art Basel 2008.