



For Immediate Release:

PEACEXPIECE ANNOUNCES EARTH DAY FESTIVAL AT CENTRAL PARK BANDSHELL

“Globalizing environmental awareness- NYC’s most influential free Earth Day event”

(New York, NY- April 14th, 2008) The second annual **peaceXpiece** celebration, produced in partnership with Rely Records and Paul Kostabi, announces “New York’s most influential Earth Day event”- a full day festival of free music, movement and entertainment. Attendees will get to take home free Dawn Redwood trees, the opportunity to become registered voters, and most importantly, the chance to paint a piece of the world’s largest “Kostabi Green Mural,” set to display in NYC by Summer of 2008, all simultaneous to the music and entertainment of five nationally touring acts- Matt Pond PA, Glint, supernumblivemachine, Don McCloskey and Justin King.

Last year, independently produced by Rely Records, **peaceXpiece** gave out hundreds of hand-made tree seedling necklaces of Dawn Redwoods and brought over a thousand people to the Bandshell on Friday afternoon, to celebrate Earth Day, with four nationally acclaimed bands and celebrity speakers.

peaceXpiece envisioned a worldwide tree planting project in an active effort to spread more trees around the world. We spent hundreds of hours creating very unique, hand-made “plant-a-tree” necklaces, containing five Dawn Redwood seedlings, Jiffy pellets, extensive planting information, as well as a means of communication to notify the **peaceXpiece** organization as to where the trees were planted. We carefully selected the Dawn Redwood tree for its immense size, versatility, and its ability to adapt to virtually any environment. We were privileged to get hundreds of responses back, worldwide, and we created an ongoing interactive map on our website to document and plot these trees.

Now, for its second year, **peaceXpiece** is returning to the Central Park Bandshell to make history.

For 2008, we will be bringing **peaceXpiece** trees back, only quadruple the quantity; and we will also be **creating the largest peaceXpiece 1,000 piece green mural**, hand assembled by **Modern Art Contemporary Paul Kostabi**. Combining the artistic efforts of the first 1,000 painters, each attendee will be supplied with eco-friendly paint and a small blank canvas to portray their personal rendition of “green peace,” *piece by piece*. During the event, Mr. Kostabi will hand-assemble the masterpiece and it will be on public display in one of New York’s museums by Summer of 2008. The end result is going to be 500 feet in length! This creation will also be documented by Voom's high-definition art channel, Gallery HD, and displayed online. The mural creation will begin on April 19th at the Bandshell, and be finished on April 20th at Rumsey Field, thanks to our affiliation with Green Apple Festival and the Central Park Conservancy.

A QUICK LOOK AT PEACEXPIECE 2008

- Five nationally touring music acts including Matt Pond PA, Glint, supernumblivemachine
- Keynote speeches from active political leaders/environmentalists including:
Rockland County Councilman Michael Maturo and Rockland County Legislator Connie Coker
Laura Flanders, Journalist/Author/Host of RadioNation
Donna Lieberman, Executive Director of New York Civil Liberties Union
Nicholas Moore Eisenberger, Managing Principal of GreenOrder
- Creating the largest green mural in the world, combining the efforts of 1,000 strangers
- Hand-made Dawn Redwood tree seedling necklaces will be given out
- **The only event in Central Park history 100% powered by the sun!**
- Takes place at New York's Largest green space, easily accessible by bike and foot
- Every eligible attendee can register to vote
- Free eco-friendly products and the **peaceXpiece** program with the top 25 activities for immediate green action
- The most influential single-day "Green Festival" in New York

peaceXpiece is asking for the help of local green-friendly companies and individuals to make this year's festival an even greater success than the first. Already 1,000 blank canvases and paint supplies are donated for the "Green Mural" of mosaic Earth Day inspired art, as well as a solar-powered trailer to provide electricity for the Bandshell.

We are **encouraging environmental friendly companies and organizations to get involved** with us for this momentous event. The ultimate goal is that everyone exiting the park will walk away with our program and take a pledge that they will adopt at least one of our "25 Green Living Tip" practices from the peaceXpiece program guide. We already thank Kostabi World, Rely Records, Wholemato, F.W. Schumacher Seeds, Utrecht Art Supply, Green Apple Festival, Peter Shapiro, Michael Maturo, The Central Park Conservancy, Baer & McIntosh, Wells Fargo Home Mortgage, K&M Newspaper, Kikkerland Design, Vitamin Water, Sunshine Burger, Porky Products, UNISON Meetings, Grandview Products, Café Portofino, Women of the Vine Cellars, and Pepsi for their generous contributions. We are relying on the network of those who are green conscience to ensure that this production will be the best it possibly can be.

More people are getting involved daily in this grassroots attempt to educate the masses, so please, take a moment and think how *your piece* might fit in line with *ours*.

peaceXpiece 2008... live from the Central Park Bandshell

***"creating global awareness through words, art and music"* SATURDAY, APRIL 19th NOON.**