

Contact: Michelle Vargas
(213) 978-0325
(213) 978-0333

E-mail: michelle.vargas@lacity.org



LOS ANGELES MAYOR ENGAGES YOUTH IN ENVIRONMENTAL ACTIVISM

Second Environmental Youth Conference to host thousands of green teens

LOS ANGELES (December 12, 2008)—Mayor Antonio R. Villaraigosa, local elected officials, young environmental leaders, and teen celebrities will welcome an estimated 5,000 attendees to the 2008 Environmental Youth Conference on Saturday, December 13, 8:00 a.m. to 1:00 p.m. at the Los Angeles Convention Center, South Hall. The conference themed “Get Your Green On” is hosted by the City of Los Angeles, and aims to promote environmental awareness and responsibility in young Los Angeles residents through a high energy and interactive event that is “for the youth and by the youth.”

Mayor Villaraigosa says, “By enlisting young people in this effort, we are helping educate a new generation of environmentally aware *Angelenos* who, along with their future children and grandchildren, will enjoy the many fruits of a green Los Angeles. Our City’s youth are the future of the green movement.”

The Environmental Youth Conference will present numerous learning opportunities about green jobs, environmental issues and solutions. Event highlights include:

- Keynote speech by 14-year-old Alec Loorz, the youngest *Inconvenient Truth* presenter trained by Al Gore.
- Workshops presented by youth that lead community projects focusing on urban forestry, water, recycling, and eco-consumption.
- Artist Alley that highlights the work of local green teen artists that have environmentally-themed creations or that use recycled materials for art media.
- Meet and greet opportunities with green industry professionals such as tree surgeons, water quality experts, and scientists to encourage the youth to consider green careers.
- A green exhibit including LNG trash trucks and bio-diesel vehicles from MTV’s *Pimp My Ride*.

(More)

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Cynthia M. Ruiz, president of the Board of Public Works that oversaw the planning for the youth event says, “Our second environmental youth conference will be even bigger than last year’s! We are partnering with a lot of our informed and active youth environmentalists in the city to be our speakers, and be the ones to educate their peers about global warming. We will witness the growth of an environmental youth movement here in Los Angeles.”

The event’s target audience is youth ages 12 to 21. It will be held at the Los Angeles Convention Center, the city’s premiere green facility recently gaining its Leadership for Energy and Environmental Design (LEED) from the United States Green Building Council. Sponsorships from private firms and local public agencies are funding the event.

For more information about the 2008 Environmental Youth Conference, call Million Trees LA at (213) 473-9950 or visit www.milliontreesla.org. To learn about the Department of Public Works and its programs and services, call (213) 978-0333 or visit www.lacity.org/bpw.

Million Trees LA is Mayor Villaraigosa’s initiative that aims to grow the Los Angeles urban forest through tree plantings in the public right-of-way and on private properties. Since its launch in 2006, Million Trees LA has planted nearly 180,000 trees through various signature plantings along major public transportation corridors, in parks and through planting pledges from private property owners.

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