



## **THE CALIFORNIA ROOTS MUSIC AND ARTS FESTIVAL PARTNERS WITH REDWOOD FOREST FOUNDATION TO PLANT EIGHT HUNDRED REDWOODS**

The California Roots Music and Arts Festival (Cali Roots) attracts thousands of fans each year by showcasing premier reggae and roots artists. In 2016, the festival's seventh year, Cali Roots sold out the Monterey Festival, greeting eleven thousand festival goers each day. As the festival's presence continues to grow so does its efforts in environmental preservation, carving the path of producing an environmentally sound event.

This year Cali Roots is partnering with the Redwood Forest Foundation ([www.rffi.org](http://www.rffi.org)) to introduce 400 limited Redwood Passes. Two redwoods will be planted for each Redwood Pass, resulting in a total of 800 new redwood trees.

Festival Co-Producer, Dan Sheehan, states, "The Cali Roots movement is about developing and sustaining our community and that involves protecting our environment. When we learned that Redwood forests in California help remove more carbon from the atmosphere more than any other forest, we wanted to do what we could to help generate that movement. Teaming up with the Redwood Forest Foundation seemed like the perfect match."

2016 saw the continuation of greening and sustainability measures throughout California Roots. Compostable service ware, bike and skate valet, free fillable water stations, local food, and volunteers ready to direct festival goers to recycling or compost bins all contribute to the Cali Roots vision of education and sustainability. Fan participation in greening efforts encourages environmental awareness to spread outside of the festival grounds.

The Redwood Forest Foundation leads the way in climate solutions. Last year, a subsidiary of the Redwood Forest Foundation was awarded for reducing the most emissions of any other project during 2015. The Foundation follows the same grassroots growth that Cali Roots has strived to achieve the last eight years, making them a perfect team to continue the growth of environmental sustainability.

The Eighth Annual California Roots Festival will take place at the Monterey County Fair and Event Center, memorial day weekend 2017. Cali Roots will begin artist announcements for the 2017 festival in October.

## **FESTIVAL DETAILS**

### **The 8<sup>th</sup> Annual California Roots Music and Arts Festival**

**Dates:** Friday, May 26, 2017 – Sunday May 28, 2017

**Time:** 10:00 am – 11:00 pm PDT

**Venue:** Monterey County Fair and Event Center

**Address:** 2004 Fairground Road, Monterey, CA 93940

**Admission:** Varies

**Age restrictions:** All Ages

## **CONNECT:**

[Cali Roots Website](#)

[Cali Roots Facebook](#)

[Cali Roots Twitter](#)

[Cali Roots Instagram](#)

## **About Redwood Forest Foundation:**

The Redwood Forest Foundation, Inc. (RFFI) is a private non-profit, Section 501(c)3 organization. Their vision is to establish community-based forests that provide both critical habitat for increased biodiversity and improved regional economic vitality. Their mission is to acquire, protect, restore, and manage forestlands and other related resources in the Redwood Region for the long-term benefit of the communities located there.