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## Rock the Green Expands Reach with New Eco-Kids Stage

*Sustainability festival to offer interactive children's programming*

**MILWAUKEE – (Aug. 25, 2016)** – [Rock the Green](#), returns for its third year with an all new Eco-Kids stage and children 10 and younger receive free admission to the Festival.

The green programming will feature local sustainability pioneers Schlitz Audubon Nature Center, Urban Ecology Center, omTown Yogis, Teens Grow Greens and Beevangelist. Programming and activities are designed to help attendees understand the impact of their eco-footprint and demonstrate how small changes help to create environmentally friendly communities.

The event will be held from 1 p.m. to 11 p.m. on Saturday, Sept. 17, at Reed Street Yards in Milwaukee's Walker's Point area.

The Eco-Kids stage presented by Rexnord, will use solar power provided by Arch Electric. "We're grateful for the support of strong local partners who assist us in educating the next generation and supporting Rock the Green's mission," said Lindsay Stevens Gardner, founder and executive director, Rock the Green.

### Eco-Kids Stage Lineup:

- 2 p.m. Schlitz Audubon Nature Center, Raptor Program
- 3 p.m. Schlitz Audubon Nature Center, Raptor Program
- 4 p.m. Urban Ecology Center Cash Canoe, Trivia Game
- 5 p.m. omTown Yogis, Yoga Class
- 6 p.m. Teens Grow Greens, Cooking Class
- 7 p.m. Beevangelist, Beekeeping Program

"Both Rock the Green and Schlitz Audubon strive to leave a lasting impact on the Milwaukee community. We are thrilled to join in the efforts of promoting eco-friendly practices through our interactive demonstrations in the launch of the Eco-Kids area at this year's festival," said Nathan Smallwood, executive director, Schlitz Audubon Nature Center.

"Our partnership with Rock the Green aligns with our commitment to sustainability and fostering an ecological understanding of the environment we live in," said Ken Leinbach, executive director, Urban Ecology Center.

This year, Rock the Green will continue its world-class concert series with headline acts Lord Huron, Robert DeLong, Best Coast, The Heavy, Thao & The Get Down Stay Down and Trapper Schoepp. Local Flamenco artist Evan Christian and Wisconsin natives Eagle Trace and Great Lake Drifters will offer live music on the pedal-powered side stage.

Rock the Green is proud to include a variety of locally grown, sustainable and healthy gourmet food vendors in the Farm to Fork area, as well as host several local environmental nonprofits in the Eco-Champs space.

Rock the Green is a Travel Green-certified event, and the festival's zero waste efforts resulted in 93 percent of waste being composted, recycled or repurposed and diverted from landfill. Rock the Green has been recognized as one of the greenest music festivals in the world by UK-based, A Greener Festival Organization.

Tickets are \$35 for general admission and \$75 for VIP admission, and admission is free to kids 10 and under. Each ticket comes with a refillable aluminum water bottle for use at free fresh water stations on the festival grounds.

Visit [www.rockthegreen.com](http://www.rockthegreen.com) for sponsorship opportunities and festival updates. Stay in the know and follow Rock the Green on social media:

- Facebook: [RocktheGreen](https://www.facebook.com/RocktheGreen)
- Twitter: [@rtgMKE](https://twitter.com/rtgMKE)
- Instagram: [@rockthegreen](https://www.instagram.com/rockthegreen)

### **About Rock the Green**

Rock the Green (RTG) is a 501(c)3 nonprofit organization dedicated to educating and empowering the community to take actionable steps to live sustainably. RTG accomplishes its mission through engagement and entertainment. RTG educates the community through interactive one-to-one experiences that spotlight community organizations and innovators in sustainability. Annually, RTG presents an award-winning sustainability festival that showcases world-class music, zero waste efforts and locally grown foods. Typical festivals will see upwards of one pound of waste per attendee. At RTG's sustainability festival, 93% of all waste was diverted from landfill - and composted, recycled or reused - producing only one ounce of waste per attendee. For more detailed results and information, go to [www.rockthegreen.com](http://www.rockthegreen.com).

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