



# MIAMIBEACH

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**PRESS RELEASE**

FOR IMMEDIATE RELEASE  
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## **Plant Your Eco-Flag Along the Shoreline on Miami Beach Earth Day**

**Miami Beach, FL** – Most people around the world celebrate Earth Day during the month of April, but Earth Day is more than just a day or a month to honor Earth. More importantly, personal awareness and behavior changes in our lives can significantly contribute to benefit our community and surroundings.

As Arbor Day is also celebrated during this month, the City of Miami Beach has put together an afternoon of environmental awareness to bring knowledge to the community on the benefits of making smart choices about Earth and its resources. This year's Earth Day and Arbor Day event will take place on Saturday, April 27, 2013 from 12:00 p.m. – 4:00 p.m. at Lummus Park (9 Street Ocean Drive).

As part of the celebration, the City has invited individuals and organizations to participate in a Native Flags EcoArt Project, designed by Xavier Cortada, (Artist-in-Residence, FIU College of Architecture + The Arts). This project gives participants an opportunity to create a flag that depicts an eco-action they pledge to engage in to support the environment.

The City anticipates more than 300 flags will be completed by the youth in their Parks and Recreation programs and others prior to the day of the event. Staff, non-profits, and sponsors will also be available to assist individuals with flag making on the event day. The flags will be made from recycled or reusable materials such as old T-shirts, tree limbs, and poles.

Additionally, beginning at 3:00 p.m., the reading of the Earth and Arbor Day Proclamations will occur and a tree planting ceremony to commemorate Arbor Day will

take place. At 4:00 p.m., all flag bearers will stake their flags along the shoreline in support of Earth Day and their “green” messages.

Green partners will have informational booths and give brief presentations to educate participants about sustainability programs and other environmental issues. They include the Coca-Cola Company, FIU/Native Flags, GTAG, Florida International University, the University of Florida Cooperative Extension Office, the Environmental Collation of Miami Beach ECOMB, the Miami Beach Botanical Garden, the Re-Think and Re-Use Center, the Miami Beach Coalition for a Safe, Healthy & Drug Free Community, Citizens for a Better South Florida, the Surfrider Foundation, and the Sunflower Society.

Sponsors include Coca Cola, Zipcar and Car Charging, Inc.

For future events and other Miami Beach Parks and Recreation programming, call 305.673.7730 or visit [www.miamibeachparks.com](http://www.miamibeachparks.com)

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