



APRIL 23-24, 2022 FOREST PARK MUNY GROUNDS

THE FESTIVAL RETURNS!



2022 FESTIVAL REPORT

15,000

event attendees

182

volunteers

810

volunteer hours

154

vendor/exhibitors



93%

of attendees said that they seek out businesses with sustainable practices when shopping.



82%

of those who attended the Festival learned something new that they will act on in the future!



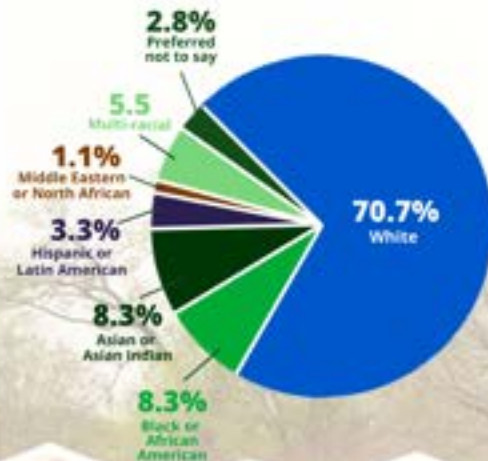
93%

of Festival waste was kept out of the landfill through our recycling and composting efforts.

ATTENDEE SURVEY HIGHLIGHTS:

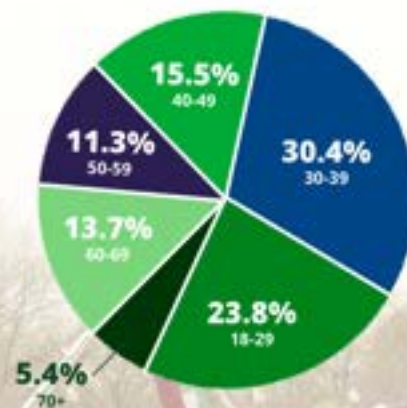
RACE/ETHNICITY

26.5% BIPOC



ATTENDEE AGE

54.2% Under 40



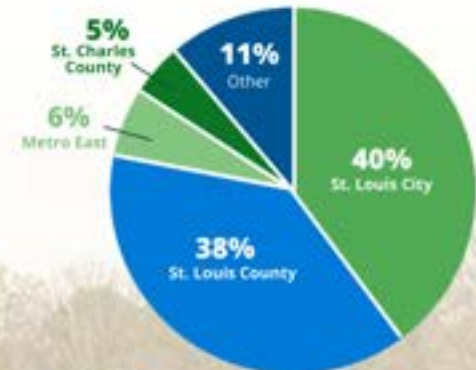
HOUSEHOLD INCOME

49% Over \$75,000 per year



FESTIVAL REACH

75 Different Zip Codes



38%

first time attendees



62%

returning attendees

NEW 2022 SUSTAINABILITY AWARDS

Keynote Speaker: Congresswoman Cori Bush



AWARD WINNERS:

Jean Ponzi

Hellbender Award for Lifetime Achievement in Environmental Sustainability

Carlotta Lewis

Keystone Community Activist Award

Home Sweet Home

Green Works Here! Award Recognizing Sustainability in Business

The Wolf Cafe

Food for Thought Award for Green Dining Alliance Excellence

Rebecca Hankins

Emerging Environmental Leader Award

2022 FESTIVAL SPONSORS:

*High level sponsors in bold

4 Hands Brewing Company

Airly

Ameren

Ascension

Brightside St. Louis

Big Shark Bicycle Company

Christner Architects

City of St. Louis

Companion Kombucha

Custom Foodscaping

Edward Jones

Engraphix

Forest & Meadow Herbal Shop and Clinic

Forest Park Forever

Great Rivers Greenway

Green2Go Rental Power & Light

Labyrinth Smart Mobility

Lewis Rice

Metro Lighting

Metro Transit

Midwest Dairy

Missouri American Water

Missouri Department of Conservation

MSD Project Clear

Missouri Propane Education & Research Council

Pedro's Planet

Perennial Artisan Ales

Renewal by Anderson

RideFinders

Schlafly Beer (The Saint Louis Brewery)

SSM Health

Subaru

The Collective STL

Total Organics Recycling

University of Missouri - St. Louis

Upper Limits

Urban Chestnut Brewing Co.

World Bird Sanctuary

Zenly



APRIL 2022 WEB TRAFFIC

54,279

Unique visitors to
www.earthday-365.org

65,604

Page Views

SOCIAL MEDIA IMPRESSIONS

9.4K

Facebook
Followers

6,517

Instagram Followers

5,434

Twitter Followers

432,879

Total Social Media
Impressions

PROMOTIONAL IMPACT

Over 10,196,241 total impressions

MEDIA COVERAGE

*media partners in bold

KDIX

KMOX

Metro Transit

One STL

East-West Gateway

Council of Governments

OutFront Billboards

RiverBender.com

RFT Online

St. Louis Magazine

St. Louis Post-Dispatch

St. Louis Public Radio

Sauce Magazine

Terrain Magazine

The Healthy Planet Magazine

The Gateway Gardener