



FOR IMMEDIATE RELEASE:

March 16, 2011

THE FIRST EARTH DAY CELEBRATION OF CANNABIS, HEALTH, AND ECOLOGY

Saturday, April 23rd at Craneway Pavilion in Richmond, California

Music and Special Guests, Speakers and Workshops, Vendors and Exhibits

Musical Guests Include The Coup, MC Yogi, Heavyweight Dub Champions & More!

Deep Green, an entertaining day long celebration of the evolving convergence of cannabis, health and ecology will take place at the stunning Craneway Pavilion located at 1414 Harbour Way South in Richmond, CA on Saturday, April 23rd from noon to 2am. Presented by the creators of the highly successful Earthdance, the event will integrate panels, exhibits, workshops and music with a holistic approach to the cannabis plant. In the context of Earth Day, Deep Green aims to raise public awareness of the remarkable ecological and economic benefits that cannabis and hemp offer society. Tickets are available online at www.deepgreenfest.com or www.ticketfly.com/event/30681 and range in price from the \$20 in advance and \$30 day of show for general admission. There is also a \$75 VIP Early Bird Special good till April 1st on tickets that will be \$125 at the door. Phone for more information: [415.750.0971](tel:415.750.0971)

This information-intensive, 14-hour event is the first of its kind to place focus on the personal, social and ongoing transition to a sustainable culture showing the holistic side of cannabis, and highlighting new applications and the future of hemp. It will feature lively panels and workshops with experts from all 3 arenas addressing the current issues cannabis and hemp legislation, low carbon footprint farming, new cultivation methods, eco-activism, natural cures and alternative healing.

Speakers will include: David Bronner of Dr. Bronner's Magic Soaps, a national leader and advocate and the main coordinator of the Hemp Industries Association's successful multi-year litigation against the Drug Enforcement Administration to protect sales of Hemp foods and body care in the United States (2001-04); author and anti-globalization activist, Kevin Danaher; Ralph Metzner, psychotherapist and professor who participated in the famous psychedelic research studies at Harvard in the 1960's; David Madera, of Hemp Technologies whose hemp houses have gained notoriety in [USA Today](#); and leaders of the cannabis industry including Steve DeAngelo, Dr. Ed Rosenthal, Chris Conrad, Mikki Norris, and Patrick Goggin, Esq.

The pavilion will also showcase educational and visionary art installations, and host over 50 exhibitors including a gourmet natural food zone. Music and comedy will be interspersed during the day, but at night the stage will come alive with a concert and dance party. There will be electrifying live performances from The Coup, Heavyweight Dub Champion featuring members of Goddess Alchemy Project, MC Yogi, Soul Majestic, Dov, Alex Theory and more – plus an outstanding line up of top Bay Area DJs.

A Vapor Lounge will be open all during the event for onsite medicating for patients with a valid doctor's recommendation. There are no onsite sales of cannabis.

VIP tickets are on sale for a limited time only at a 40% discount when purchased on line. These passes entitle ticket holders to VIP parking & entrance, VIP gift bag, access to tented VIP area behind the main stage and to the back stage performer area, as well as a private VIP bar, lounge and viewing area on the main stage.

Announcements of new additions to the schedule will be posted at www.deepgreenfest.com.

MEDIA ONLY for further information contact:

Gaynell Rogers at mcmcgaynell@gmail.com or [415-298-1114](tel:415-298-1114)

Linda Stokely at mcmclinda@gmail.com or [707-981-4407](tel:707-981-4407)