

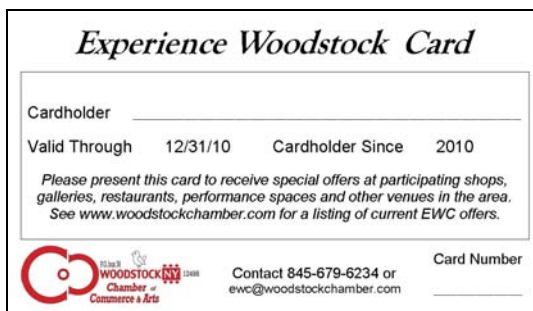
Woodstock Marks 40th Anniversary of Earth Day

Town Celebrates with a Host of Green Initiatives

Woodstock, NY—April 15, 2010—Woodstock is getting set to honor the 40th anniversary of Earth Day on Thursday, April 22. On that date the Woodstock Chamber of Commerce and Arts will officially welcome two bright red bike-shaped bicycle racks installed this week in Woodstock. These are gifts to the town, purchased with proceeds from last summer's Roots of Woodstock Live Concert and Eco Raffle, which took place at the Bearsville Theater on August 15. The first bike rack is positioned in front of the Woodstock Chamber booth at 10 Rock City Road. The second rack is located just outside H. Houst & Son, one of a dozen businesses that generously sponsored last summer's Eco Raffle. The concert and Eco Raffle were held in support of Woodstock's ongoing quest to achieve a zero-carbon footprint by 2017. Additional celebratory initiatives underway in this 40th anniversary year include:

- The Chamber's [Experience Woodstock Card](#). Available to residents and visitors for just \$25, this card is a passport to a festival of special offers at many of Woodstock's leading shops, galleries, performance spaces and other venues in the area. Its purpose is to encourage everyone to think globally but *shop locally*, thereby helping Woodstock *and* the environment. The card is currently accessible [online](#) at the Chamber web site—and will soon to be available at the Chamber info booth as well as a number of local shops.
- Walkable Woodstock, being organized by Robin Segal, chair of the Woodstock Chamber's Green Committee, with a map and web site. Visitors will be encouraged to enjoy auto-free vacations in Woodstock by walking to the many treasures that Woodstock offers within a half-mile of the Village Green.
- Liz Simonson's workshop inspired by local author David Gershon's *Low Carbon Diet: A 30 Day Program to Lose 5,000 Pounds*.
- Publication of *The Green Guide*, a downloadable Woodstock Environment Commission document designed to help us conserve our natural resources. It's available on the Town web site at www.woodstockny.org.
- Publication of the 2010 *Woodstock, NY Travel Guide*, devoted this year to "celebrating 40 years of Earth Day."

For those interested in learning more about the Experience Woodstock Card and Woodstock's other green initiatives, contact the Chamber Hotline at 845-679-6234 or ewc@WoodstockChamber.com. Residents and visitors can link to the Chamber home page (www.WoodstockChamber.com) for a frequently updated CALENDAR OF EVENTS with hundreds of great listings, many of them green, taking place now through December.



The New, "Green" Experience Woodstock Card



Bike Rack in Front of Chamber Booth



Date: April 15, 2010
FOR IMMEDIATE RELEASE
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About the Woodstock Chamber of Commerce & Arts and the Town of Woodstock

The mission of the Woodstock Chamber (www.WoodstockChamber.com) is to develop, encourage, promote and protect the commercial, professional, financial, artistic and general business interests of the Town of Woodstock, New York. The spirit of Woodstock is a beautiful state of mind—visitors return again and again, and often make their homes here. Known as the “Colony of the Arts” since 1902, Woodstock is located in the Hudson Valley at the foothills of the Catskills. It’s less than two hours from metro New York and a little over four hours from the Boston area. Because of its prominence in the worlds of art and music, Woodstock is often called “the most famous small town in the world.”

About the Experience Woodstock Card’s Founding Sponsors

Booked By Barthel is a locally owned, professional travel consulting business providing clients with custom travel arrangements to meet specific needs. Contact them at www.BookedByBarthel.com.

Coldwell Banker Village Green Realty delivers results—whether clients are looking to invest, buy or sell a home, relocate, expand their business, or purchase land in Upstate New York to build a dream home. See www.VillageGreenRealty.com.

Oriole9 Restaurant is dedicated to serving delicious, wholesome, organic breakfasts and lunches with as few listed ingredients as possible. The owners are also event planners, and they host special dinner events. www.Oriole9.com.

Pardee’s Agency offers quality insurance and financial products/services to individuals and businesses in the Hudson Valley area. The agency’s commitment to clients is to establish trust and a long-lasting relationship. www.PardeesInsurance.com.

River Rock Health Spa is an elegant, Zen-like sanctuary committed to natural wellness, custom service and natural products. For more, please see www.RiverRock.biz.

Rondout Savings Bank is a hometown bank celebrating more than 140 year of excellence in service to the community. It bases its success on helping others succeed. Link to www.RondoutBank.com.

SweetHeart Gallery specializes in fine American crafts, home furnishings, personal accessories and gifts hand made by studio craft designers. “We support American artisans.” For more see www.SweetHeartGallery.com.