



**FOR IMMEDIATE  
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## **Avoid the sting of bee extinction at 2017 Earth Day Celebration**

MURFREESBORO— Join Murfreesboro Electric Department from 10 a.m. to 2 p.m. on the Historic Downtown Square for the 16th Annual Earth Day Celebration on April 22. This year's theme, "Nothing would sting more than bee extinction," focuses on the underappreciated insect contributors to our environment.

While many people think of bees as nothing more than pests, they play an important role in pollinating crops that Americans rely on for the majority of their food. Over the last five years, the U.S. bee population has declined by 30 percent, and one-third of bee colonies have disappeared.

"The bee population is just one of the challenges we're facing right now, but there are simple ways we can all learn to improve our environment," said 2017 Earth Day Celebration Committee Chair and MED Director of Marketing Amy Byers. "The Earth Day Celebration is a great place to learn about those things and have fun at the same time."

The event is zero-waste and completely free, thanks to sponsors like General Mills, Kroger and Lewis Brothers Bakery who provide hot dogs, popcorn and cookies baked by Siegel High School culinary students. Over 30 businesses and organizations will be participating, including the Rutherford County Beekeeper's Association, Beesley Animal Foundation, Stones River Recycling and many others.

Kids can enjoy a bounce house, sponsored by All In One Recycling, and temporary tattooing and can see MED's mascot Louie the Lightning Bug, General Mills' local sustainable mascot Mr. Wegs, and the Pillsbury Doughboy. MED will even be giving away 500 free Shumard Oak saplings.

The celebration will feature live music, including Steele De Boro at 10 a.m., Michael Toman Music Group at 11 a.m., The Hardin Draw at 12 p.m., and Creative Rhythm

Percussion Team at 1 p.m.

There is also a contest encouraging local students to promote the importance of protecting and preserving our natural resources. Students of Murfreesboro City Schools submitted video essays demonstrating why protecting the bee population is important to our future. Winners will be announced during the celebration.

MED founded Murfreesboro's Earth Day Celebration in 2001 as a way to promote TVA's Green Power Switch Program, which gives customers the opportunity to buy a \$4 block of green power generated by wind, solar or methane gas. Visit MED's booth at the Celebration for more information, or visit [www.greenpowerswitch.com](http://www.greenpowerswitch.com).

"We want to say thank you to all of the sponsors who make Murfreesboro's Earth Day Celebration great," said Byers. Sponsors include the Murfreesboro Electric Department, Rutherford County, City of Murfreesboro, General Mills, Kroger, Lewis Brothers Bakery, TVA, Max Shred, Clark Iron and Metal, All in One Recycling, Siegel High School Culinary Department, and Murfreesboro City Schools

For more information, visit the 2017 Earth Day Celebration Facebook page at <https://www.facebook.com/MurfreesboroEarthDay> or contact Celebration Committee Chair Amy Byers by calling 615-494-0407 or emailing [marketing@medtn.com](mailto:marketing@medtn.com). In the event of heavy rain, the celebration will be moved to Patterson Park Community Center, 721 Mercury Blvd., Murfreesboro, 37130.

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