

**JANE GOODALL INSTITUTE'S *ROOTS & SHOOTS* YOUTH PROGRAM
HOSTS "DAY OF PEACE" FESTIVAL FOR SOUTHERN CALIFORNIA
ON SUN., SEPT. 20 AT SANTA MONICA PIER**

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**Eco-Friendly Family Festival to Feature Celebrity Guests,
Music & Entertainment, Arts & Crafts, Pet Adoptions,
Special Activities for Kids, and More**

Los Angeles, CA – June 23, 2009 - The Jane Goodall Institute's Roots & Shoots youth program of California is scheduled to host the seventh annual "Day of Peace" festival on Sunday, September 20 at the Santa Monica Pier from 11:00AM until 4:00PM pacific.

The eco-friendly family festival will be open to the general public at no cost. Event-goers will enjoy music and entertainment performances, unique arts and crafts, pet adoptions, games and special activities for children of all ages, educational and environmentally conscious exhibitors, and much more. Roots & Shoots youth groups from throughout the state of California will display a wide variety of environmentally-themed peace conscious projects completed throughout the year; helping inspire event-goers to do their own part to make the world a better place. Symbolizing international peace and solidarity, the festival will culminate with a Giant Peace Dove Parade at 2:00PM. Celebrities, Roots & Shoots members, and event-goers will join together to fly a collection of hand-made giant doves along the Santa Monica Pier parade route.

Musical performers, attending celebrities, participating sponsors, and the festival website will be announced in coming weeks.

The festival marks Southern California's celebration of United Nation's International Day of Peace. The United Nations appointed Dr. Jane Goodall a Messenger of Peace in 2002. Through her Roots & Shoots program Dr. Goodall encourages the efforts of young people and adults all across the globe to identify concerns in their communities and take action to create a better world. With tens of thousands of young people in close to 100 countries, the Roots & Shoots network connects youth of all ages to participate in local and global campaigns to promote better relationships between individuals, a greater understanding of different cultures, and a more balanced co-existence among people, animals and the environment

For sponsorship and exhibitor opportunities, please call 805-558-4474 or email rootsnshoots@janegoodall.org.

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