

**JANE GOODALL'S ROOTS & SHOOTS
INTERNATIONAL DAY OF PEACE CELEBRATION
SUNDAY, SEPTEMBER 20, 2009
SANTA MONICA PIER, 11AM – 4PM**

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**Annual Festival Created by World-Renowned Primatologist, Conservationist and
UN Messenger of Peace Dr. Jane Goodall**

*Celebrity Guests Include Festival Host Marilu Henner,
Pierce & Keely Brosnan, Cary Elwes, Wendie Malick and Others*

Musical Performances, Environmental Exhibits, Food Drive, Special Activities for Kids and More!

Los Angeles, CA – September 17, 2009 - On Sunday, September 20, 2009, local youth members of Jane Goodall's Roots & Shoots—along with their supporters and friends—will come together to celebrate Roots & Shoots International Day of Peace. Created by world-renowned primatologist, conservationist and UN Messenger of Peace Dr. Jane Goodall, the Roots & Shoots International Day of Peace supports the UN International Day of Peace while encouraging Roots & Shoots members and other interested individuals to promote peace in their communities and around the globe. This year's California event will take place on the Santa Monica Pier from 11:00 am until 4:00 pm. The family-friendly, multi-cultural environmental festival is free to the public.

Event attendees will enjoy a wide variety of environmental and peace-related exhibits, as well as concert performances by various artists including the Dominic Scott Kay band featuring members of the Commodores; The Voodoo Fix; New York City's Radio the Ape; Presley Tucker; Leather Souls; the Jackals; and more. In addition, festival host Marilu Henner, Pierce and Keely Brosnan, Carey Elwes, Wendie Malick, Shiva Rose, Soleil Moon Frye and other celebrities will be on hand to present messages of peace. There will also be pet adoptions and special activities for kids of all ages.

More than 500 members of Jane Goodall's Roots & Shoots from throughout the state of California will showcase environmental projects that they have completed throughout the year while inspiring event-goers to do their part to make the world a better place. Roots & Shoots is the Jane Goodall Institute's global environmental and humanitarian youth program.

The celebration will culminate at 2 pm with a Giant Peace Dove parade of 75 handmade Giant Peace Dove Puppets along the Santa Monica Pier and in a brilliant display of performance art at the water's edge. Roots & Shoots members and friends craft Giant Peace Dove Puppets from reused materials and fly the Doves in their communities to symbolize their commitment to peace. Last year, 195 peace doves were flown in 113 cities around the world.

(more)

To help fight hunger, festival attendees are encouraged to contribute to the “Day of Peace Food Drive for People and Pets.” Those who donate non-perishable food items for people or pets will receive a raffle ticket for the opportunity to win a beach cruiser bicycle courtesy of Walteria Bicycles of Torrance. The Westside Food Bank is supporting the food drive and will collect and distribute food donations to local agencies that assist families, individuals, and animals in need.

For more information regarding Roots & Shoots International Day of Peace in California, please visit www.dayofpeaceca.org or email info@dayofpeaceca.org.

About Jane Goodall’s Roots & Shoots

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program is about making positive change happen—for our communities, for animals and for the environment. With tens of thousands of young people in 110 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe. For more information, please visit www.rootsandshoots.org.

About the Jane Goodall Institute

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall’s pioneering research on chimpanzee behavior—research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and the Roots & Shoots global environmental and humanitarian youth program, which has groups in 110 countries. For more information, please visit www.janegoodall.org.

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