

For Immediate Release



**MONOLITH Festival presented by Esurance  
at Red Rocks Amphitheatre on September 14<sup>th</sup> and 15<sup>th</sup>  
Announces Tree Planting Initiative and Carbon Off-Setting.**

**The Largest Festival at Red Rocks Ever  
Works to Reduce its Environmental Impact.**

**Join the MONOLITH Team on Wednesday, September 12<sup>th</sup> to Plant Native Colorado Trees  
In and Around the Amphitheatre.**

Nestled in the foothills of the Rocky Mountains, Red Rocks Amphitheatre epitomizes the outdoor concert experience. Fans are surrounded by stunning natural elements, including two huge sandstone monoliths – Creation Rock and Ship Rock. The natural beauty of Red Rocks has established the venue as a favorite among audiences and performers alike. Committed to preserving what has made Red Rocks famous, MONOLITH Festival presented by Esurance, has partnered with NativeEnergy, Friends of Red Rocks, and the Denver Digs Trees Program to reduce its environmental impact by offsetting CO<sub>2</sub> emissions, promoting recycling in the parking lots and inside the venue, and planting native Rocky Mountain Juniper Trees on the site. The tree planting will happen on Wednesday, September 12<sup>th</sup> between 11 a.m. and 2 p.m.

The MONOLITH Tree Planting Program is one example of the efforts being made to help green the festival. Working in partnership with Friends of Red Rocks and Denver Digs Trees, who will be providing volunteers and equipment, MONOLITH Festival is pleased to plant seven native Rocky Mountain Juniper Trees throughout the site to preserve and add to the natural elements of Red Rocks. Friends of Red Rocks will be promoting recycling in the various parking lots, while the Denver Recycles Program will work inside the venue. As Mike Ballard at Friends of Red Rocks explains, “This is another example of how MONOLITH Festival is adding tremendous value at Red Rocks. They have been genuinely concerned with ‘walking the walk’ about Greening – especially the recycling roll out. Tree planting is another example of their real desire to have a positive impact.” Tad Bowman, Director of Operations for Theatres and Arenas, agrees, “The generous contribution by the MONOLITH Festival team and their partners will ensure that many generations will continue to experience Red Rocks as nature intended, and for that we are all grateful.”

In addition to tree planting and recycling, MONOLITH Festival is purchasing renewable energy credits through NativeEnergy to offset the CO<sub>2</sub> emissions the event generates from fan and band travel, accommodations, venue energy usage, and waste. American Indian majority-owned, NativeEnergy is a leading national marketer of renewable energy credits (RECs) and carbon

offsets, offering individuals and organizations a means to compensate for their global warming pollution, or to effectively power their homes and businesses with renewable energy. The offsets will help to build two renewable energy projects: a family farm methane project located in Pennsylvania and a 40kW wind turbine located on a family farm in Minnesota.

The MONOLITH greening program has been made possible by the direct-to-consumer auto insurance company, Esurance, with additional support from the good people at New Belgium Brewing. Kristin Brewe, Esurance's Director of Brand & Public Relations, stated, "Esurance is committed to preserving the environment all while helping people enjoy some great music in an amazing venue. The things happening at MONOLITH help spread the message that there's something everyone can do to help protect our environment. MONOLITH has been a great partner in Esurance's ongoing efforts to help green the events we support, and we're very happy to work with some of the great organizations we've worked with before-- NativeEnergy and Denver Digs Trees."

For more information on MONOLITH greening, please visit [www.monolithfestival.com](http://www.monolithfestival.com) and [www.friendsofredrocks.org](http://www.friendsofredrocks.org).

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### **TREE PLANTING DETAILS**

Wednesday, September 12<sup>th</sup>

Volunteer Arrival:

9 AM – Denver Digs Trees and Friends of Red Rocks will be providing volunteers and equipment for the planting seven native Rocky Mountain Juniper Trees

11 AM – 2:00 PM – Tree planting will take place during these hours

MONOLITH Festival presented by Esurance at Red Rocks Amphitheatre September 14 and 15 boasts an eclectic lineup of more than 50 of today's hottest indie bands, a showcase of local Colorado talent, and a sprinkling of old school hip hop. The lineup features **The Flaming Lips, CAKE, The Decemberists, Kings of Leon, Spoon, Clap Your Hands Say Yeah, Ghostland Observatory, Brian Jonestown Massacre, Flosstradamus, Kid Sister, Cloud Cult, Earl Greyhound, Das EFX, The Broken West, Yacht, Reverend Peyton's Big Damn Band, Bob Log III, Lords of the Underground, Mobius Band, Ra Ra Riot, Minus Story, Otis Gibbs, Editors, Art Brut, Au Revoir Simone, Matt & Kim, William Elliott Whitmore, Rocky Votolato, Vienna Teng, Avail's frontman Tim Barry, De Novo Dahl, Cameron McGill, Mason Proper** and many more.

**Tickets On Sale Now at all Ticketmaster outlets and at [www.ticketmaster.com](http://www.ticketmaster.com)**

Only 9000 tickets will be sold.

*This event is co-produced by MONOLITH and AEG Live Rocky Mountains.*

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MONOLITH Festival Artist photos and other media materials available at [http://www.monolithfestival.com/contact/media\\_room.shtml](http://www.monolithfestival.com/contact/media_room.shtml)

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For downloadable media resources visit [www.madisonhousepublicity.com](http://www.madisonhousepublicity.com)