

APRIL 20, 2024

# CHARLOTTE EARTH DAY

Digital Guidebook



EARTH DAY  
CHARLOTTE



# Welcome to Charlotte Earth Day 2024!

Charlotte’s largest annual Earth Day celebration brings together community members to celebrate our environment, engage families with fun educational activities, foster lifelong connections with nature, and connect attendees with environmentally conscious organizations and businesses from the Charlotte area.

## Why Charlotte Museum of History?

At its core, history is a collection of stories of people doing ordinary and extraordinary things that have a profound impact on the world we see today. At the Charlotte Museum of History, they firmly believe that by holding a clear mirror to history and sharing the stories of people’s perseverance in spite of adversity, they can encourage the community to work together to create common ground as we all move forward to create a better future.



We also encourage each other and the community to think about the future at many Earth Day events. There is a large focus on creating innovative, high-tech solutions, which is a great, but is not the only component of an intentional path forward. We hope, by selecting the venue of CMH, to encourage participants to look “backward” for stewardship and knowledge while engaging with and learning about our history and the planet. This extends into thinking sustainably and holistically about our community in the present and future.



THE SPRINGSTEEN FOUNDATION

Powered by Foundation For The Carolinas



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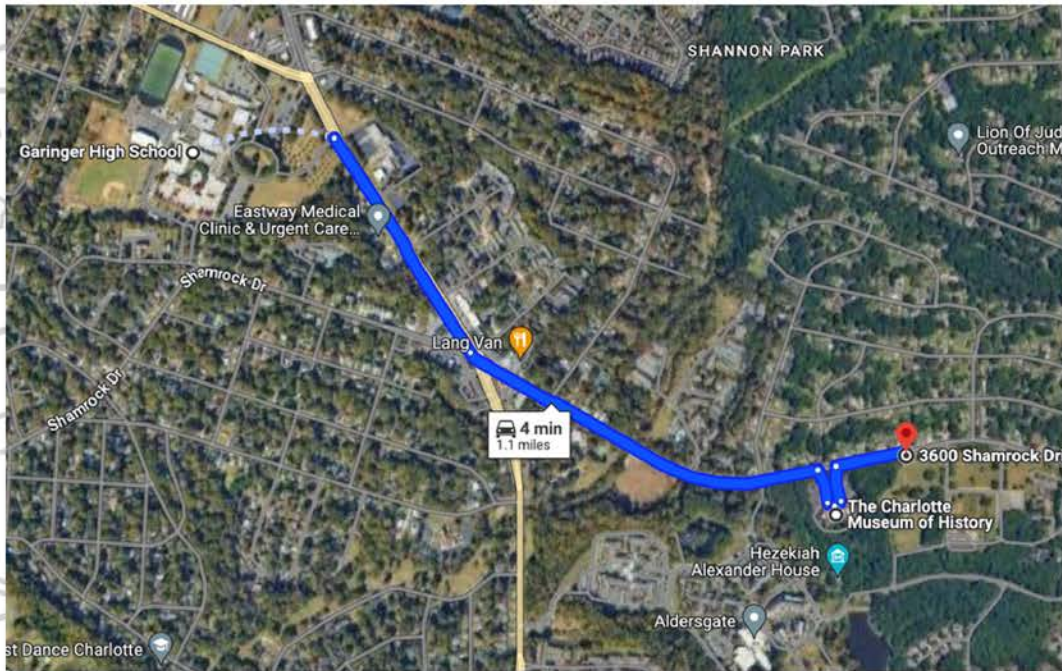
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# Attendee Map Guide



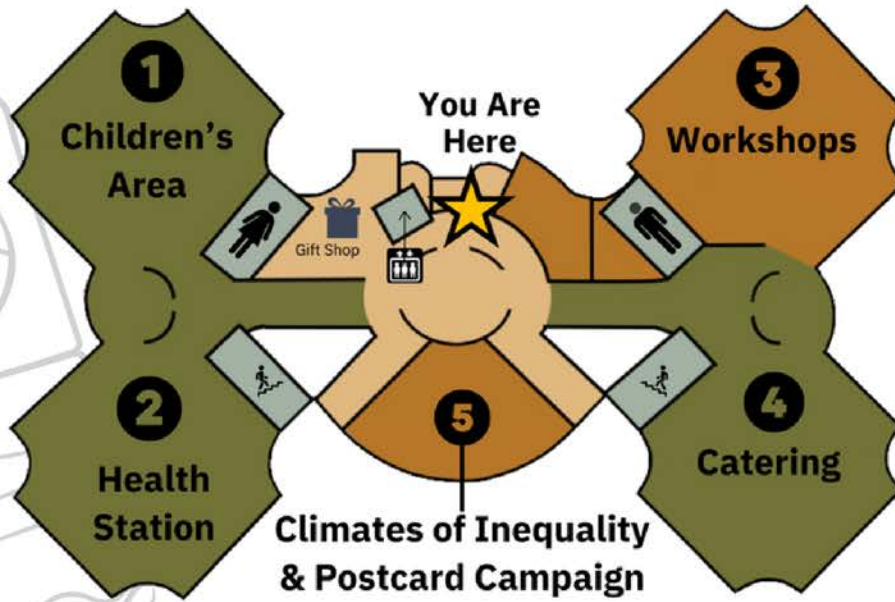
SHUTTLES FROM GARINGER + SATELLITE PARKING AT 3600 SHAMROCK DR.

# Front Lot Map

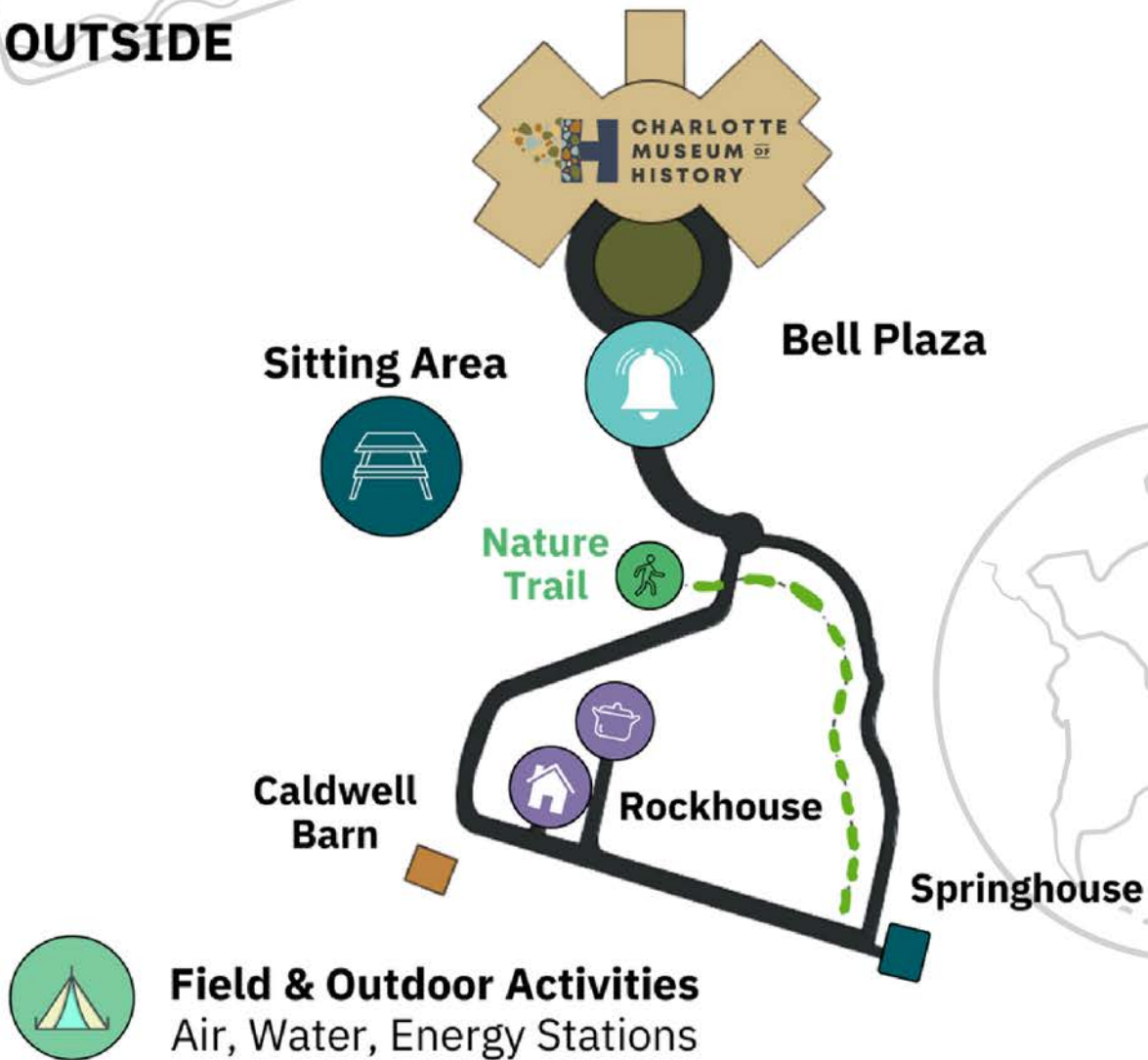


# Museum Map

**1st  
FLOOR**



**OUTSIDE**



# How To Use Your Passport

Travel through the four (4) knowledge stations to complete exciting engagement activities hosted by local nonprofit organizations and businesses. After each activity, travelers will receive a stamp to complete their Earth Passport. Even after the event is over, we encourage you to use the passport to create new sustainability goals throughout the rest of the year.

**Knowledge Station 1:** Air/ Conservation

**Knowledge Station 2:** Land/ Energy/ Transportation

**Knowledge Station 3:** Water/ Waste Cycling

**Knowledge Station 4:** Health (in a holistic sense: our planet and each of us as individuals! Our bodies and minds)



# Program Schedule

## Welcome Ceremony at Bell Plaza

**12:30pm** - Catawba Nation Land Acknowledgement

Ébone Lockett Spoken Word Poetry

Welcoming by Canc, Sol Nation, & Hardin Minor

## Older Youth & Adult Programming at Rm 3

**1:15pm** - Ébone Lockett's Community and Curricular Conservation Workshop

**2:10pm** - City Arborist Group's Tree Mapping Project

## Nature Tours Being at Bell Plaza

**1:15pm - 1:35pm** - Native Plant Society

**1:40pm - 2:00pm** - Trees Charlotte

**3:00pm - 3:20pm** - Wild Ones

## Kids Programming at Rm 1

**1:20 - 1:50** Mike Deeney story hour for grades k-2 (Backcountry Gallery)

**2:00 - 2:30** Mike Deeney story hour for grades 3-5 (Backcountry Gallery)

## Closing Ceremony at Great Hall

**3:30 - 4:00** Bah Earth Day Teaser

# On-going Activities

- Complete Your Passport with Exhibitors
- Wil Bosbyshell's Memory Tree Hanging Exhibit
- Crista Cammoroto's Terraform Activity
- Photography Storytelling with Alvin C. Jacobs
- CMPAC's Airing of Kids on Camera about the Environment
- CATS Electric Vehicle Bus, Hornet Hoops and more!



**RSVP'd for the Environmental Film Screening?  
Meet us in the Great Hall at 6pm!**





# NC Environmental Film Screening

Great Hall | 6pm - 8pm

**RSVP EVENT**

Join us for an eye-opening evening exploring the state's environmental landscape through film. Witness firsthand the stories of communities and the individuals fighting to protect them. Engage in a Q&A session after the films, fueled by light snacks and a cash bar. Don't miss this FREE opportunity to delve deeper into the heart of North Carolina's environment – gather your friends, family, and fellow citizens, and join us for an unforgettable evening!

**Short Film #1: Episode 1 of Docuseries | Directed By:**

**Angela Hollowell at Rootful Media**

## **Saying Goodbye to Forever Chemicals**

Saying Goodbye to Forever Chemicals is a short documentary that focuses on the battle for clean water in Eastern North Carolina. The film delves into the impact of PFAS chemicals on local communities and the endeavors of activists and organizations to hold polluters accountable and advocate for stricter regulations. Democracy Green, an environmental justice nonprofit, takes center stage in the film as they engage the community, transitioning from advocacy to organizing and empowering residents to fight for their right to clean water. The documentary sheds light on the significance of community organizing in driving change, showcasing the inspiring efforts of local leaders and activists. Through interviews with community members, viewers gain insight into their challenges and successes, motivating them to take action and participate in the fight for clean water. Ultimately, the film highlights the power of community-led movements and the collective action needed to address environmental issues.

**Short Film #2: Directed By: Resita Cox at Youth Film Camp**

## **Freedom Hill**

Princeville sits atop swampy land along the Tar River in North Carolina. In the 1800's this land was disregarded and deemed uninhabitable by white people. After the Civil War, this indifference left it available for freed Africans to settle. Before its incorporation, residents called it 'Freedom Hill,' gradually establishing a self-sufficient town. Resting along the floodplain of the river, Princeville residents are no strangers to adversity. The historical town has been inundated with flooding over the centuries. Freedom Hill is a documentary that explores the environmental racism that is washing away the town of 2,000 through the lens of Marquetta Dickens, a Princeville native who recently moved back to help save her hometown and whose grandmother casted the historic vote in 99' as mayor against the federal and state government's recommendation to simply move the town elsewhere. Freedom Hill uncovers the continuing legacy of racism in the U.S. and how the refusal to reckon with its own history still impacts and extends into the lives and lands of Black Americans today.

# Exhibitor Highlights

Get to know our exhibitors at Charlotte Earth Day who create positive environmental impacts in Charlotte and surrounding areas communities. Don't forget to get to visit each category to complete your Earth Day passport activity.

## Health & Advocacy



### 350 Charlotte

350 Charlotte is grass-roots oriented and focused on climate justice. They respect and collaborate with all working to address the present climate emergency.



### CharMeck Climate Leaders

CharMeck Climate Leaders are a broad coalition of Charlotte-area organizations working to ensure the Queen City sets ambitious climate goals and successfully meets them. Together they are working to improve the health of communities by advocating for clean energy and carbon-reducing strategies.



### CharMeck Public Access Corporation

CharMeck Public Access will be present on-site, capturing the voices of young individuals as they discuss the most pressing environmental challenges they encounter. These insightful interviews will be broadcasted on the Access 21 Channel and various streaming platforms at a later time.



## CharMeck Public Library

CMPL introduces “Nature Alphabet” as an activity for young children to think of nature objects that start with a specific letter given. This educational activity promotes literacy and helps them learn about the natural world around us.



## Clif Kid Z Bars

These delicious energy snack bars deliver great taste and energizing whole grains from organic oats to help fuel active kids during play. Be sure to stop by and grab a few Clif Kid Z bars to snack on while completing your passport!



## Hornets Hoops

Hornets Hoops of the Charlotte Hornets is a great place to learn the fundamentals of the game of basketball while having fun. All skill levels are welcomed. Ages range from 7-14 years old. Summer will here in no time! Stop by their both to learn how you kid can get started.



## League of Conservation Voters

The threats to our environment and democracy are interlinked, and our nation’s biggest environmental challenges – including the climate crisis – require political solutions. LCV’s efforts to protect the environment and engage in the political process are rooted in an understanding of racial, social, and environmental justice.



## Life Connections of the Carolinas

Life Connections’ mission is keeping kids out of jail and keeping families connected. We have been developing adolescents and strengthening homes since 1997. Since our inception, we have worked with over 5,600 youth and their families most of whom were referred to us from the Department of Juvenile Justice.

# Water & Waste



## Alpha Kappa Alpha Sorority

AKA Sorority will be facilitating a recycle exercise educating participants on what to put in the trashcan versus the recycling bin. Before you move on to the next exhibitor, plant a flower or an herb to take home with you - you could have a green thumb and not even know it!



## Catawba Riverkeepers

Catawba Riverkeeper preserves, protects, and restores the waters of the Catawba-Wateree River basin for all through education, advocacy, and engagement. For Earth Day they will be showcasing the difference between decomposition and degradation and what happens to trash over time.

## Sol Nation Inc.

### Co-host of Charlotte Earth Day

Sol Nation Inc is a climate Justice, solutions-based organization led by Black thought leaders who are closing the Green Gap and placing PEOPLE at the core of Sol Nation's environmental justice work. Sol Nation's vision is to create self-lead BIPOC communities who prioritize black issues, establishes climate justice solutions, and provides the next generation with access to knowledge and resources, including school curricula with environmental justice standards. Stop by Sol Nation's table to make your own frozen treat! Also don't forget to pick up a reusable water bottle to use at their hydration station located in the middle of the field.





**The Climate  
Reality Project**

## Climate Reality Project

Climate Reality is a diverse group of passionate individuals who've come together to tackle the greatest challenge of our time. We are advocates, cultural leaders, organizers, scientists, and storytellers from around the world, committed to building a sustainable future together. Stop by for painting and parachute for the planet.



## Johnson C. Smith University

JCSU integrates sustainability programs into academics, research, entrepreneurship. They will showcase a seed germination demonstration and have other small plants to explore. They will also have some equipment on hand related to testing water quality.



## Keep Charlotte Beautiful

Keep Charlotte Beautiful is allowing the youth to sort a box of items into recycling, trash, or reuse using a litter grabber. In doing so, they will learn about proper recycling in Mecklenburg County and a little about their litter prevention programs.



## Charlotte Wildlife Stewards

"Soil - How it is made" - CWS will showcase how soil is made through decomposition of vegetative material. The stages of compost will be exhibited as well as bins of duff with decaying plant material and the small invertebrates. The "FBI" - fungus, bacteria, invertebrates - will be highlighted.



**nextgen  
america**

## Next Gen America

NextGen America's mission is to empower young voters to engage in the political process and ensure our government is responsive to the largest and most diverse generation in American history. They will be engaging the youth on how to register to vote.

# Land & Energy Transportation



## Carolina Farm Trust

Carolina Farm Trust supports small, community farmers in a direct manner by helping them purchase equipment, lease or purchase land, and reach customers through creative marketing campaigns.



## CATS

CATS is currently operating 18 battery electric buses (BEB). The BEB pilot program supports City of Charlotte council's Strategic Action Plan and Sustainable and Resilient Fleet Policies that strive for all fleet vehicles to be sources from zero carbon sources by 2030. Take Cats shuttles to travel between Garinger parking lot and CHM.



## Christians Caring for Creation

C3 provides a platform to address the critical environmental issues of our day. They challenge Christians to act boldly in loving God and neighbor by loving all God's creation. Join C3 and plant your own crop and watch it grow from your home and eat later.



## CLEAResult

As the largest provider of emission-reducing energy solutions across North America, CLEAResult continues to give their clients and partners everything they need to make using less energy easy and accessible for everyone.

## Green Faith

GreenFaith is building a worldwide, multi-faith climate and environmental movement. They are also building resilient, caring communities and economies that meet everyone's needs and protect the planet.





## Harvesting Humanity

The work of Harvesting Humanity has always been centered on the just and equitable valuation- and treatment- of people, place, and planet. Reverencing an ancient and indigenous understanding that our existence is inextricably linked to one another and to the very natural and built environments that nurture and sustain us, our mission means putting our hands to work ensuring that our people, our places, and our planet will survive and thrive!



## Sustain Charlotte

Sustain Charlotte is helping to advance local sustainability through smart growth. Our dedicated staff and volunteers work collaboratively with residents, neighborhood organizations, government agencies, nonprofits, and businesses to solve the most important challenges to the long-term social, economic, and environmental health of our community.

# Air & Conservation



Citizens' Climate Lobby

## Citizens Climate Lobby

Citizens' Climate Lobby (CCL) is a nonprofit, nonpartisan, grassroots advocacy climate change organization focused on national policies to address the national and global climate crisis.



## Meck County Air Quality

Air Quality, a division of the Mecklenburg County Land Use and Environmental Services Agency (LUESA), works to improve air quality across the region by conducting air monitoring activities, managing emission reduction programs, and overseeing permitting and compliance measures.



# Clean AIRE NC

## Co-host of Charlotte Earth Day

CleanAIRE NC represents everyone who cares about health, equity, and the environment. We represent advocates, healthcare professionals, organizers, educators, scientists, and thousands of people from communities across North Carolina. Rural and urban, coastal, Piedmont and mountains, we are united by the belief that everyone deserves a healthy environment where they can grow and thrive. Together we advance solutions that address three powerful determinants of health in North Carolina: climate change, air pollution, and environmental justice. Through advocacy, education, and research, CleanAIRE NC is working to protect what connects us and ensure that all North Carolinians have access to clean air and a livable climate.



## NC Conservation Network

NC Conservation Network is a statewide network of over 60 environmental, community, and environmental justice organizations focused on protecting North Carolina's environment and public health. NC Conservation Network supports, trains, and coordinates diverse groups and directly advocates to achieve equitable and sustainable solutions for our environment.



## Patagonia

Patagonia is a designer of outdoor clothing and gear for the silent sports: climbing, surfing, skiing and snowboarding, fly fishing, and trail running. For almost 40 years, Patagonia has supported grassroots groups working to find solutions to the environmental crisis. But in this time of unprecedented threats, it's often hard to know the best way to get involved. That's why we're connecting individuals with environmental organizations, in order to take action on the most pressing issues facing the world today.



## Trees Charlotte

TreesCharlotte is a public/private nonprofit collaboration to grow, diversify and steward the city's iconic urban forest. Trained volunteers and science-based programs teach residents about the value of trees and how to plant and care for them.



## Wild Ones

Wild Ones promotes native landscapes through education, advocacy and collaborative action. They also establish and preserve native plant communities. Follow Linda as she takes you on a nature tour through native plant communities.



## NC Native Plant Society

NC Native Plant Society promotes the enjoyment and conservation of North Carolina's native plants and their habitats through education, protection, cultivation, and advocacy.



# Workshop Highlights

Looking to take a breather from all the passport activities? Well, we've got just the thing for you! Get ready to dive into some thrilling hands-on Earth Day workshops happening all across the lawn. From arts and crafts to land mapping, there's something for everyone to enjoy.

## **Community, Curricula, and Creative Conservation (C^4) Workshop w/ Èbone Lockett (Harvesting Humanities)**

Conserving nature's resources is all of our responsibility. From the hands-on building and ornamenting bird-and-butterfly houses as pathways to protect our pollinators to demonstrating the benefits of composting food scraps and lawn clippings as soil solutions to protect the health and well-being of the soil and the human and non-human beings that occupy our earth, the C^4 workshop will offer ways to walk in that responsibility and put into praxis, environmental stewardship solutions that the youngest to the eldest of us can employ.

## **Tree Mapping w/ Vicki Aguilar (City of Charlotte Arborist Group)**

One of the best ways we can protect, maintain and grow the tree canopy in Charlotte is to keep track of the trees in our city. That's why the City of Charlotte Arborist Group created Tree By Tree, the official inventory of trees in Charlotte, populated directly by residents. This will be an educational and fun program that encourages the community to connect with Charlotte's crowning jewel, its trees. As attendees walk through the Charlotte Museum of History using the Tree by Tree app to collect information about tree species, location, and condition, they play a role in the care of these trees while learning about the many benefits trees provide, such as, clean air and water, cooler temperatures in summer, and support for local wildlife.

## **Pollution Mapping w/ Tina Shull (Climates of Inequality)**

In partnership with UNC Charlotte's Public History program and the Charlotte Teachers Institute. Climates of Inequality is a participatory public memory project created by students, educators, and community leaders in over 20 cities across the U.S. and around the world. Local teams work together to activate the histories of "frontline" communities: those who have contributed the least to the climate crisis but bear its heaviest burdens. Tina Shull, the creator, will be facilitating a mapping activity that centers Charlotte's pollution sites.

# Artist Highlights

Get ready to be amazed by the incredible artists hailing from Charlotte who are all set to showcase their extraordinary talents in honor of Earth Day! Prepare to be captivated as you explore the exhibits and engage in hands-on activities that have been thoughtfully curated to cater to everyone's interests and passions. Don't miss out on this wonderful opportunity to celebrate our planet and appreciate the artistic brilliance that Charlotte has to offer!



## Mike Deeney - Avery & Masa: Protectors of the Endangered

Mike Deeney has a background as an elementary educator, youth mentor, writer, and changemaker. Mike has developed and executed a successful two-year Title 1 school literacy pilot program resulting in a dynamic increase in 3rd grade literacy scores. His students are improving their reading, protecting each other and learning about ways to protect our planet. He will be facilitating a story time and activity, where you can receive a free activity book to take home!



## Wil Bosbyshell - Memory Tree Hanging Exhibit

Will Bosbyshell describes himself as 'an artist whose work is rooted in a love for the natural environment, and our intimate but often unconscious relationship with it.' Wil is an arts professor and has held a studio at the Charlotte Art League for 23 years. Become part of his exhibit by jotting your own experience with a favorite tree and hanging it on the Memory Tree! Bosbyshell has collected hundreds of tree memories from folks around North Carolina. The memories range from nostalgic to profound. Posters of the collected memories are free to take home as a souvenir of the exhibit.



## African Art Speaks

At African Art Speaks, we are committed to showcasing an extensive range of artistic expressions, including abstract paintings, sculptures, fabrics, masks, weavings, basketry, pottery, beading, musical instruments, and jewelry. Each piece carries the spirit of its creator, bridging the gap between continents and cultures.



## **Alvin C. Jacobs Jr. - Environmental Justice Photography**

Alvin's distinctive aesthetic is marked by a propensity toward highlighting stark contrast and in dealing in the black & white - both in photography and in the world. This talent for capturing the heart of his subjects on camera has led to him being named one of Charlotte Magazine's 2018 "Charlotteans of the Year" and Creative Loafing's "Best Photographer of 2018."



## **Bunny Gregory - Arts & Crafts Station**

Bunny is currently working on the UNDERGROUND Mobile Art Studio, empowering young Black artists, especially in under-served communities. It allows engagement with youth (and the young at heart), who otherwise don't have the funds or resources to indulge in the Arts. Bunny's personal work is influenced by Afrocentric culture, addresses racial and economic disparity through illustration, comic-style art, pen & ink, and collage on reclaimed boards. Stop her station to paint your very own planter and plant your own flowers, just in time for Mother's Day!



## **Crista Cammaroto - Terra Forma**

As an organizer, curator and Director of Galleries for UNC Charlotte in the past, Crista worked with Clean Air Carolina extensively for a Keeping Watch on Air Project. In 2019, Crista created a series of Terra Forma works that were on display at Mint Museum Randolph. You can see and participate in making one of these Terra Forma right here on the museum grounds!

# Thank You For Your Support!

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The Charlotte Museum of History  
3500 Shamrock Drive  
Charlotte, NC 28215

Thank you for attending and supporting  
Charlotte Earth Day 2024!