



NORTH CAROLINA
MUSEUM OF NATURAL SCIENCES

FOR IMMEDIATE RELEASE
JANUARY 2010

NC MUSEUM OF NATURAL SCIENCES
JONATHAN PISHNEY
919.733.7450 x304
BURT'S BEES
GABRIELLE PROHN
919.433.4579

BURT'S BEES AND THE MUSEUM OF NATURAL SCIENCES HONOR THE 40TH ANNIVERSARY OF EARTH DAY AT THE THIRD ANNUAL PLANET EARTH CELEBRATION

Mark your calendar! Burt's Bees and the North Carolina Museum of Natural Sciences celebrate the planet, the local community, and the 40th anniversary of Earth Day with a seventies-themed festival dedicated to sustainable living at the third annual **Planet Earth Celebration**. The Planet Earth Celebration will take place inside and outside the Museum of Natural Sciences, located at 11 West Jones Street in downtown Raleigh, on **Saturday, April 17, 2010**, rain or shine.

The day offers a perfect way for the local community to have fun and learn about the many opportunities for living lightly on the planet. Providing eco-smart goods and services that respect the Earth, this completely green festival is also managed and operated in a low-impact, Earth-friendly way. **Burt's Bees** created this one-of-a-kind event in partnership with the **Museum of Natural Sciences** and the **City of Raleigh**.

The day's festivities will include:

- Live musical performances and locally grown foods
- Trash March, Urban Tumbleweed Bowling and the Green Bazaar
- Experts to advise you on ways to improve the green aspects of your home or business
- Hands-on lessons, demonstrations, games and activities for the whole family that showcase practical ways to live sustainably

To add to the day's festivities, Burt's Bees will hold its **Bonanza Tent Sale**, featuring a blitz of **Burt's Bees® must-haves** at special **Earth Day** prices. Visitors can score **Burt's Bees gifts up to 80% off retail price**. Browse the bonanza for amazing deals on gift sets, starter kits, lip kits and other **Burt's Bees** essentials for well-being while supplies last.

For more information and to see video clips of previous events, visit www.planetearthcelebration.com

FOR MORE INFORMATION
NC MUSEUM OF NATURAL SCIENCES
JONATHAN PISHNEY
919.733.7450 x304
BURT'S BEES
GABRIELLE PROHN
919.433.4579