**Press Release**

**For Immediate Release**

Media Contact: Alex Pushman, alex@witsanctuary.org, 734.637.0873

**W.I.T.S. and Brighton Chamber Environmental Council aim to educate through Earth Day Challenge**

*Inaugural Earth Day Challenge plants a tree for each runner
with proceeds benefiting local environmental non-profits*

BRIGHTON, Mich.(March 28, 2019) - The arrival of spring beckons our attention to new environmental beginnings. Saturday, April 20th, Whatever It Takes Sanctuary (W.I.T.S.), in partnership with the Brighton Area Chamber Environmental Council, will be hosting the inaugural Earth Day Challenge 1 mile and 5K run/walk event at Mt. Brighton.  The event aims to educate the community about the issues facing our planet, while raising money to benefit local environmental non-profit organizations. “Our state has spent time and energy through the years preserving our natural resources and the heart of what makes this state so special. Our focus is to amplify this message of a Pure Michigan that we live in for both visitors and Michiganders to enjoy by uniting and educating our communities.” said Alex Pushman, founder of W.I.T.S.

All runners will “win” by having a tree planted in their honor, taking home an eco-friendly t-shirt made of recycled t-shirts and water bottles as well as an earth friendly reusable utensil set, to not add to the 100 million pieces of plastic utensils that are used by Americans every day.  Additionally cash prizes will be awarded to the fastest male and female.

In addition to the earth-friendly vendor village, W.I.T.S. will also have a recycling station allowing community members to recycle some non-traditional items like markers, glow sticks and disposable razors in exchange for a raffle ticket for some great prizes from our sponsors.

●      ***Who:*** *Families and outdoor enthusiasts of all ages*

●      ***What****: 1 mile fun run and 5Krun/walk*

○      *A tree will be planted for each registered participant*

○      *Cash prize to top Male & Female overall runner*

○      *Biggest Group/Team will get a cash donation of the environmental charity of their choice*

○      *Free Mt. Brighton lift tickets for Top Male, Female, and Child runners*

○      *Recycling Station (bring the following items!):*

■      Markers, highlighters, Sharpies, Crayola twistable crayons

■      Glow Sticks

■      Disposable shavers/razors

■      Inkjet printer cartridges, cell phones, calculators

●      ***When****:Saturday, April 20, 9:00 a.m. check-in; 10:00 a.m. race start*

●      ***Where****:Mt. Brighton, 4141 Bauer Road, Brighton, MI 48116*

●      ***Cost****: 1 mile, $30; 5K, $40*

○      ***Proceeds****: Benefit local environmental organizations*

●      ***Register****:*[*http://earthdaypromise.com*](http://earthdaypromise.com/)

**Schedule:**

●      9:00 a.m.                                 Check-in

●      9:30 a.m. - 9:50 a.m.               Yoga warm-up by The Space

●      9:00 a.m. - 11:30 a.m.             Vendor Village and Recycling Station

●      10:00 a.m.                               Race start

●      10:30 a.m.                               Kombucha informational session and tasting

●      11:00 a.m.                               Post Race/Juice tasting, courtesy of Simply Fresh Market (Brighton, MI)

**About The Greater Brighton Area Chamber Environmental Council**

The Greater Brighton Area Chamber Environmental Council (GBACEC) was established to lead the community in environmental stewardship, education, and awareness while aiming to set a new path for Brighton where the people of the City embrace practice and policies that dramatically reduce the footprint of industry, commerce, and agriculture on the environment for our community and Livingston County.  The GBACEC would like to help the Brighton community become more environmentally conscious, economically viable, and sustainable.   The Environmental Council sees their efforts as an opportunity to enhance the City’s identity and diversify its opportunities.  By highlighting Brighton community values such as conservation, education, and sustainability, the GBACEC hopes to welcome new residents, businesses, and professionals to the area. For more information, please visit:

 <http://brightoncity.org/Reference-Desk/Articles/Greater-Brighton-Area-Chamber-Environmental-Counci.aspx>

**About W.I.T. Sanctuary**

Whatever It Takes Sanctuary (W.I.T.S.) is a non-profit 501 (c) (3) organization that focuses on educating others on the benefits of a healthy and wholesome lifestyle and protecting the environment around us through sustainable living. This fall, W.I.T.S. created an outdoor classroom at Frost Middle School in Livonia, MI, helping connect students with nature.  W.I.T.S. also hosts free movie nights to educate the community on the challenges facing our planet and how each of us can have a positive impact.  For more information and a list of upcoming events and or health coaching or presentations, please visit: <https://witsanctuary.org>

­­