



For Immediate Release
March 30, 2009

Contacts: Bettina Rosmarino,
323 333 9446

SPONSORS SUPPORT SOLAR-POWERED MUSIC FESTIVAL, **WORLDFEST**

(Los Angeles, CA) --- WorldFest, a solar-powered, vegan, and sustainable music festival that is slated to take place on Saturday May 16th is being supported by several companies that are no strangers to sustainability. Lush Cosmetics, Whole Foods, Whole Life Times magazine, and VegNews magazine are all signed on as sponsors of WorldFest this year, which means they have given product or financial contributions.

Lush Cosmetics, which has made a strong commitment to the environment including creating products with all proceeds going directly to charity, has strong environmental core practices. Lush's products are 100% vegetarian and most products are vegan. The international company is pushing the limits when it comes to sustainable packaging. Most of Lush's products are usually sold without packaging at all. Lush has even gone so far as to openly oppose the cruel seal hunt that takes place in Canada annually, with an area of their website devoted to the brutal industry.

Another one of WorldFest's sponsors is Whole Foods Market. Whole Foods supports WorldFest on an annual basis and itself has a strong commitment to sustainable practices and organic, whole living. With WorldFest's allowing only vegan and cruelty-free products to be sold at the festival, this ties into Whole Foods' philosophical approach to sustainability, as Whole Foods eschews any products tested on animals.

Magazines that are supporters of WorldFest include Whole Life Times magazine and VegNews magazine. Whole Life Times has been a stalwart of environmental, conscious and healthy living in Los Angeles and other US cities for many years. The free, monthly magazine offers 'readers viable alternatives for living healthy, conscious and satisfying lives, and for creating a sustainable society.' Like Whole Life Times, VegNews magazine, which is geared to an audience that seeks discovery of vegan and cruelty-free living, engages in sustainable business practices using only soy-based inks and FSC-certified paper for their magazines. VegNews magazine's pages provide the latest on all things vegan and many things green so its support of the vegan and environmental WorldFest is not surprising.

"All of our sponsors are so important to us," notes Jill Hahn, WorldFest's Co-Producer. "It really would be impossible to put this festival on without them and because this festival is one of the few that incorporates fun and festivities with easy ways to be green and veg, it's a must for the Earth Day season."

WorldFest takes place at Woodley Park in Lake Balboa, adjacent to Encino on Saturday, May 16th. For more information, visit www.worldfestevents.com or call 310-477-7887.

#####