

ROCKFISH VALLEY FOUNDATION

Updated Press Release FOR EARTH DAY

- For Immediate Release

As Rockfish Valley Foundation (RVF) adapts to the unexpected changes caused by Covid-19, the organization has decided to go digital to celebrate Earth Day's 50th international anniversary. This celebration is a big deal for our planet so momentum should not be lost. The Earth Day Nelson Festival originally scheduled for April 19 has been tentatively postponed to Sunday, August 23, 2020, and will be combined with RVF's 15th anniversary celebration that weekend. More details about this event will come in the coming months and available shortly from the website.

In order to celebrate Earth Day Nelson 2020 digitally, all students in the Nelson County area (NCPS, homeschoolers, North Branch, Afton Christian School, etc.) are invited to participate in a digital eco-art show, which will replace our poster contest that we previously had scheduled to take place at our Earth Day Nelson Festival. Submissions will be accepted until Saturday, April 25th, 2020. Additionally, RVF will be hosting a daily Earth Day Challenge on its Facebook page from now until April 25th. Each day, there will be a post about actions individuals and families can do to celebrate and take care of the planet during a pandemic. Make sure to include the hashtag #earthdaynelson2020 in each post if participating.

Details for both digital interactions can be found on RVF's Facebook page at www.facebook.com/rockfishvalleyfoundation and website at www.rockfishvalley.org. FAQs (frequently asked questions) about the Digital Eco-Art Show are listed below. Please direct any questions to Katrina Broughman, Program Director, at programdirector@rockfishvalley.org.

RVF wants to thank all of its sponsors for their continued support of Earth Day Nelson: Blue Mountain Brewery, Wintergreen Resort, Earth Day Network Virginia, Virginia Master Naturalists Central Blue Ridge Chapter, Devils Backbone Brewery, Blue Ridge Bucha, Mountain Area Realty, Conservation Plus, Rogers and Associates, WNRN Radio, Blue Ridge Life Magazine, YeeHaul Inc., and Sylvan Graphics. Without these sponsors, Earth Day Nelson 2020 would not be possible in any form.

Although Earth Day Nelson has been postponed, The Spruce Creek Park and Rockfish Valley Trails are open for the public's enjoyment. Because RVF is unable to sanitize playground equipment, playing on this equipment is at your own risk. RVF asks that all visitors follow CDC guidelines:

1. Sanitize hard hard surfaces before and after use
2. No close contact
3. Ensure the area is not crowded.
4. Wash hands often!

RVF thanks everyone for their understanding and hopes that the Nelson community remains healthy during this time.

Frequently Asked Questions (FAQs) about Digital Eco-Art Show for Kids:

Q: How do I submit?

A: There are several options for submitting your eco-art: 1) If you are under 13 or over 13 & don't have Facebook, have your parent post for you directly on our Facebook along with the hashtag **#earthdaynelson2020**, 2) If you or your parents don't have Facebook, email us your submission to programdirector@rockfishvalley.org, 3) If you don't have internet access, give your art (or a copy of it) to your teacher or other school staff during designated pickup/drop off dates & times, & ask them to send us a picture of your submission. *Please let us know if you want to be anonymous. Likewise, feel free to submit a picture of yourself if you would like to have that posted alongside your submission.

Q: How will you know which one is mine?

A: Regardless of how you submit, include your name, grade, school, teacher, & creation's title with your submission.

Q: When do I need to submit by?

A: Submit your entr(ies) by **Saturday, April 25th, 2020**. We will not accept entries after this time.

Q: Will there be any prizes?

A: We will do a raffle and pull 10 names from a hat. Those 10 names will win a special Earth Day t-shirt to take home. Other prizes will also be included - but these will be a surprise! The more entries you submit, the more likely you are to win! Winners will be announced on Sunday, April 25th.

Q: How will you be displaying entries?

A: We will have these on our Facebook page under the event called "Earth Day Nelson Eco-Art Show for Kids" which will be active by Friday, March 27. Entries will also be posted on our website at www.rockfishvalley.org in a rotating slideshow. Don't forget to add the hashtag **#earthdaynelson2020** to your entries!

Q: Do you care if I copied an idea from someone else?

A: We do not mind if you found an idea that someone else did and want to put your own spin on it, but we will not accept entries that are plagiarized (example: you copied a picture that someone else created and posted on the internet and posted that as your own creation). Any plagiarized entries will be automatically disqualified.

Q: What kind of art can I submit?

A: Any form of artwork will be accepted! This includes **visual** (graphic design on computers, photography, collages, paintings, drawings, in any medium, i.e. charcoal, crayons, pencils, markers, multimedia, items found in nature); **3D** (woodworking, sculpture, crafts, fabric, clay, beading, upcycled art using bottle caps, bottles, etc.); **performance*** (songs, dances, short skits, comedy, miming, instrumental compositions on piano, guitar, clarinet, etc.); **language** (poems, prose, short stories, plays), etc. Anything goes as long as it can be considered art and is about celebrating the earth and/or protecting our planet. *Please keep performance entries under 2 minutes.

Q: Am I only allowed to submit one entry?

A: No. You can submit as many as you want! There is no limit. Have fun and get creative!

Q: Are there any themes for this art show?

A: Our focuses are Earth Day, Arbor Day, & Covid-19. Be creative in how you want to incorporate those into your artwork. If possible, keep Nelson County in mind, as our original theme was "Celebrating the Beauty of Nelson County."

Q: I'm a parent. How involved should I be?

A: Provide your kids with info & supplies but limit your involvement in creating the art. Let them take ownership!

Q: I'm having some trouble getting started. Do you have any prompts for inspiration?

A: We sure do! What is beautiful about your backyard? • What kind of animals, plants, water, or rocks do you think are beautiful? • How can you keep your backyard beautiful? • How can you protect the animals, plants, rocks, or water in your backyard? • What about Nelson County do you think is beautiful?

- Don't litter
- Pick up trash
- Pick up dog poop
- Recycle, reduce, reuse, compost, etc.
- Start a vegetable garden in your yard
- Plant a tree
- Plant a butterfly garden