



FOR IMMEDIATE RELEASE

EAT LOCAL Week to Celebrate a Shift to Local Food

Transition Colorado Announces Details of County-Wide Events Aug. 27 – Sept. 4

Boulder, CO—"The local food movement is beginning to find significant traction in Boulder County," says Transition Colorado co-founder Michael Brownlee. "This local food shift is, just perhaps, becoming a revolution."

Transition Colorado's second annual EAT LOCAL! Week (Aug. 27 - Sept. 4) is a community celebration of local food and farming, an experiential connection with local culture that is emerging around local food, and the recognition of new food and farming enterprises that may presage a new era in the local economy, says Brownlee. "In essence, EAT LOCAL! Week is a cultural expression of the local food shift in Boulder County."

EAT LOCAL! Week features multiple public events, including:

- **"Local Food to the Rescue,"** keynote presentation by famed "radical farmer" **Joel Salatin** (Polyface Farm), Aug., 29, 7:30 p.m., Chautauqua Auditorium.
- **"Building the Local Food Economy,"** keynote presentation by economist and author **Michael Shuman**, along with a report on the first study to explore the economic impacts of food localization in Boulder County, the Northern Colorado Front Range, and the state of Colorado. Aug., 31, 7:00 p.m., Millennium Harvest House.
- **"The Local Food Shift Meets Slow Money,"** keynote presentation by Slow Money co-founder **Woody Tasch**, with an update on emerging investment opportunities in the local food system. Sept. 1, 7:00 p.m., Millennium Harvest House.
- **Tours de Coops.** Self-guided tours introducing visitors to local chicken raisers, beekeepers, goatkeepers, and cultivators of culinary gardens. Lyons area, Aug. 28, 2:00 – 6:00 p.m.; Boulder area, Sept. 4, 2:00 – 6:00 p.m.
- **Bicycle Tours de Farms.** Aug., 28, 8:00 a.m. - 12:30 p.m., beginning at Lone Hawk Farm, organized by Slow Food Boulder County. Longmont, Sept. 4, 8:30 a.m. - 2:30 p.m., beginning at Ollin Farms, sponsored by Small Planet eVehicles.
- **The Great GMO Debate.** A series of four "TED Talk" style presentations about the controversy over use of genetically modified organisms on Boulder County-owned cropland. Aug. 30, 7:00 p.m., Unity of Boulder.



- **Brown Bag Lunch Panel Series**, featuring “local heroes” at the front lines of the revitalize of local food and agriculture. Aug. 29 - Sept. 2, 12:00 – 1:30 p.m. daily, various locations. Topics include Local Food for Local Health; Agriculture-Supported Community; Spotlight on County Commissioner Candidates; and Building the Boulder County Local Food Brand.

Details, online registrations, and RSVPs are available now at www.TransitionColorado.org.

In addition, Transition Colorado is hosting a series of invitation-only events for various groups of VIPs:

- A private gathering with Joel Salatin and all-local catered dinner, Aug. 29, 3:00 – 6:00 p.m., at The Lyons Farmette.
- An “insiders briefing” with Michael Shuman to discuss the potential economic impacts of food localization in Boulder County.
- A special “investors briefing” with Woody Tasch and Localization Partners LLC for investors who are interested in becoming involved in shifting capital to local food and farming Slow Money enterprises.

Individuals can request invitations to these limited events by sending an email to michael@TransitionColorado.org.

Major sponsors of EAT LOCAL! Week include Localization Partners LLC, AM760, Chipotle, Slow Money, Chautauqua, Madhava, Lyons Farmette, Boulder Weekly, and the Rocky Mountain Sustainable Living Fair.

Boulder-based Transition Colorado is a leader in the international movement to build community resilience and self-reliance in response to converging global crises—fossil fuel depletion, climate change, and economic instability. Through its EAT LOCAL! Campaign the organization is focused on catalyzing localization of food systems in the Colorado Front Range and beyond.

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