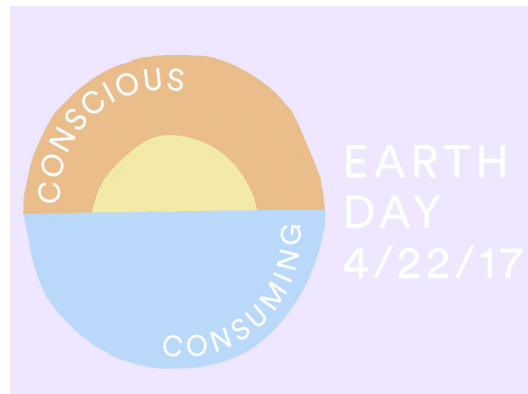


CONSCIOUS CONSUMING, EARTH DAY 2017  
LOCAL NYC BUSINESSES WORKING TOGETHER  
FOR A DAY OF COMMUNITY ENGAGEMENT, EDUCATION AND EMPOWERMENT



SATURDAY, APRIL 22<sup>ND</sup>  
11AM TO 6PM  
WYTHE HOTEL - BROOKLYN, NY

**WHAT:** Independent business owners from Brooklyn and Manhattan are joining together to help inspire their communities towards sustainable living, by sharing their personal and professional experiences in creating ethically-minded businesses.

On April 22<sup>nd</sup>, Shanan Campanaro of Eskayel, Caitlin Mociun of MOCIUN and the Wythe Hotel will partner with like-minded brands to curate a day of panel discussions, auctions and shopping, with proceeds benefitting three non-profit organizations: **Rainforest Alliance**, **The 5 Gyres Institute** and **Surfrider Foundation**.

Additional participants include Artist & Fleas, Melissa Joy Manning, Pamela Love, Mara Hoffman, Bird, WHIT, SVILU, The event will be held at The Wythe Hotel in Brooklyn and includes family-friendly activities for all ages.

## FULL SCHEDULE OF EVENTS:

### **Shop Consciously For a Cause, 11am to 6pm**

Ethically sustainable designers will curate a selection of original and/or recycled stock from their brands. Each vendor will donate a percentage of their proceeds following the event towards the partnering non-profit organizations. Participating designer shops include: MOCIUN, WHIT, Eskayel, Julie Thevenot, Martia Pia, Chappo, Loup Charmount, Zola, Fortmakers, Cold Picnic, TAPA & CUYO.

### **Shop Designer Closets, 11am to 5pm**

Designers and business owners known for their unique style will create a dream closet filled with items from their personal wardrobes to create an exciting assortment of recycled and gently used exclusive finds. Participating designers include Audrey Louis Reynolds, Jen Mankins (Bird), Eva Daton, Manon Von Gerkan, Mara Hoffman, Pamela Love, Reshma Patel (Quiet Storms), Shanan Campanaro (Eskayel), Britt Cosgrove (SVILU), Whitney Pozgay (WHIT).

### **Panel Discussions: Building Awareness, 12pm to 4pm**

*'New Rituals'* by Colleen Dayle, Founder of No Trash Project, 12 pm to 12:30 pm

*'Transparency Panel'*, 1:30 to 2:30 pm

A 'behind the scenes' discussion with consumer business owners and the conscious efforts made while creating their product(s).

Moderator: Tess Doud. Project Coordinator for the Eileen Fisher 'Re-made' Program, CFDA writer, Focus on CFDA / LEXUS Eco – Fashion Challenge.

Panelists:

- Audrey Louise Reynolds, Audrey Louise Reynolds
- Britt Cosgrove, SVILU
- Caitlin Mociun, MOCIUN
- Shanan Campanaro, Eskayel

- Laura Aviva, L'aviva Home

'More Ocean, Less Plastic' by Suma Balaram, Ambassador of The 5 Gyres Institute, 3pm to 3:45pm

Suma Balaram, Ambassador is a visual designer and graduate student at Parsons School of Design, Balaram studies Strategic Design and Management with a focus in Poly-Sea: Phasing Out Plastic Pollution.

### Children's Conscious Corner, 11am to 5pm

- *Flat Vernacular*: Artist, Brain Kasper will create mad lib posters on eco-friendly subjects where he fills in live lettering
- *Rainforest Alliance*: Educational coloring book project about the elements of the Rainforest
- *Little Mr. Eco and Big Mr. Eco* (Pallavi and Abhi Shastri): Recycled artwork workshop and poster presentation for children, 1pm to 3pm

### Auction & Raffle, 11 am to 6 pm

Throughout the day, guests will browse the selection of exclusive auction items that have been donated by the creative, design, restaurant, travel, health and wellness, communities of Brooklyn. 100 % of the proceeds following raffle tickets and auction will be given to our partnering organizations.

**WHY:** The inspiration for *Conscious Consuming* comes from both Campanaro and Mociun's strong commitment and desire to affect change through their communities and their independently run businesses. "Eskayel was founded on the idea of creating beautiful things, while raising awareness and actual funds to give back to our planet," says Campanaro. After learning of the recent rollback on environment protections, both women felt the strong need to respond. "In light of the current Administration; it is necessary we do everything we can to counter the recent changes to U.S. science and environmental polices that project our environment," says Mociun. Together, along with an influential group of business owners, they hope to influence change and empower others to take action.

**WHEN:** Saturday April 22, 2017  
11am to 6pm

**WHERE:** The Wythe Hotel  
80 Wythe Avenue  
Brooklyn NY 11249

**RSVP:** <https://consciousconsuming.eventbrite.com>

**PRESS CONTACT:** Elliott Pollock, [elliott@mociun.com](mailto:elliott@mociun.com)

**SOCIAL:** #consciousconsuming

*Conscious Consuming's* generous sponsors include: **Artist & Fleas, EMEHT, Eskayel, MOCIUN, Poppy's Catering, Wythe Hotel, WHIT**

### Additional partners and donors include:

Alyson Fox Designs, Anup Jogani Jewelry, Baggu, Bird, Bower, Catbird, Chen & Kai, Dana Bechert, Doug Johnstone Studio, Dou Yoga, Elizabeth Street Jewelry, Eternity Stew, Fort Standard, Iacoli & McAllister, Jenny Pennywood, Jeremy Ayers, Jane D'Arensborg, Lauren Haythe, Lindsey Adelman Studio, Lighthouse Yoga, Maria Kozak, Melissa Joy Manning, Mara Hoffman, No Trash Project, Object & Totem, Odette NY, Patina, Patrick Weder Design, Pamela Love, Paul Wackers, RabbitHole, Rebecca Atwood, Rebekah Alice, Quiet Storms, Saipua, Scosha, Sundays in Brooklyn, SVILU, The Future Perfect, The One I Love NYC, Workday Handmade