

First Foot Festival takes its first steps this weekend

✖ The First Foot is a brand new 'way of life' festival for Edinburgh, an independent event and partner of the Edinburgh International Science Festival, being sponsored by the Co-Operative Group and Lothian Buses, it will be take place from 15th to 22nd April 2011.

The exciting and interactive programme is set to showcase sustainability to a wide audience; with something for all ages, **The First Foot** promises to 'do something different'. The events to get involved with are

- A Photographic Event – A journey with Peter Cairns – Wildlife Photographer – opening night 15th April at the Reid Concert Hall
- All day Saturday 16th April – Creation of a public sculpture at the National Galleries on the Mound made from LEGO® bricks and with a conservation theme. This Free Event is being run in association with The Brickish Association and The LEGO® show. There is a photocall for 4pm at the Mound Precinct for the finished sculpture.
- Sustainable Gardener's Question Time at RBGE on 19th April – with an expert panel.
- A Screening of the End of the Line Film at Out of the Blue – 16th April at 7pm
- Events happening across Edinburgh Libraries with a sustainability theme – see talesofonecity.wordpress.com for more information
- A get involved with Photography project
- Encouraging Storytelling and poetry project

✖ Organisers at **Fresh Perspective Events** have designed the programme to be as interactive as possible whilst fostering community engagement and enjoyment in a relaxed atmosphere.

The events will also encourage, involve and inspire people who have not yet engaged with the ideas and concepts of sustainable living to make the easy and cost effective changes towards a more sustainable life; to take **The First Foot**.

Lianne Walker, Festival Director from Fresh Perspective Events, organisers of the 'The First Foot Sustainable Living Week', said: "The First Foot is a festival for today – a celebration of Scotland, its people, culture, heritage, landscape and wildlife.

The First Foot is a unique project in Scotland; I am delighted that we have been invited to host our inaugural 'The First Foot Week' within the Edinburgh International Science Festival; we will be running various events across the region during the 15th to 22nd April 2011.

Through showing people how they can "do something different", they can make changes and lead more sustainable lives; through engaging, encouraging and communicating with them, they feel empowered and this facilitates change. We hope you join us – it will be great to meet you."

Dr Steve Johnson, Environmental Manager of Lothian Buses said: "Sustainable living is of growing importance to many people. Given the pressures society places upon our planet it is essential that we all make changes, be they large or small.

The First Foot 2011 will allow visitors to see how easy some of these changes can be and how they fit into a bigger, more sustainable future. Lothian Buses are striving to make themselves as sustainable as possible and therefore are delighted to be sponsoring this event."

David Dugan, Regional Co-operative & Membership Manager, The Co-operative said "Every year The Co-operative supports thousands of initiatives from the local to global, helping people to change the world around them. With goals in 8 key areas, The Co-operative aims to inspire even more people to

get involved and make a difference to their world. We are proud to help sponsor The First Foot 2011.”

The First Foot Sustainable Living Week will be run with sustainability at its core. When it comes to marketing the event organisers will use viral marketing, social media platforms and networks, e-newsletters and web advertising.

For further information on The First Foot Sustainable Living Week please visit www.firstfoot.org.uk