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L.A. ENVIRONMENTAL LEADERS PARTNER WITH ANGELFEST

TreePeople, Mujeres de la Tierra, Los Angeles Waterkeeper See Unique Benefits for LA

Los Angeles, CA – The Make Good Group, organizers and producers of [AngelFest](#) the three-day music, arts, culture and food festival at Woodley Park in the San Fernando Valley’s Sepulveda Basin, today announced that three of Los Angeles’ most important and trusted environmental groups have joined the festival as partners. TreePeople, Los Angeles Waterkeeper (LAW) and Mujeres de la Tierra share long histories protecting the environment in the greater Los Angeles area.

Each of the partners brings its own unique but overlapping perspective to its support for AngelFest rooted in their respective missions of reclaiming landscapes, protecting water and defending our communities:

- "LA's parks are obviously hurting and they need our help. That's why TreePeople has engaged millions of people to plant and care for our trees, harvest rainwater and renew depleted landscapes as a key part of our work to make LA a climate-safe city," says TreePeople founder and president Andy Lipkis. "This festival will help ignite and unite even more Angelenos to grow a greener, shadier, healthier, and more water-secure city."
- "AngelFest is exactly the diverse cultural celebration that our families need right now to help encourage their efforts for long-term solutions to the environmental distress in so many of our neighborhoods," said Irma Muñoz, founder and president of Mujeres de la Tierra and chairperson of the Santa Monica Mountains Conservancy. "Music and art have the power to engage our communities in non-traditional ways inspiring us to create a better environment for our children and protecting the future of Mother Earth."
- "Protecting our waters and ensuring our water quality is essential for the health and well-being of our communities and our residents," said LAW Executive Director Bruce Reznik, "and safeguarding LA's water requires the kind of dedication, investment and focused support we see in AngelFest."

"These groups, their leaders and their members have trusted legacies safeguarding nature with tree cover, giving voice to communities facing environmental risks and advocating for clean water," said Matt Walden, co-founder of Make Good. "Their efforts on behalf of all Angelenos are a source of enormous

civic pride and offer shining examples of what makes LA a great city today and how we can help secure a healthier environmental future for our children.”

Tim Sexton of Make Good said, “Our partnership with TreePeople, Mujeres de la Tierra, and LA Waterkeeper demonstrates the festival’s shared dedication with these organizations to preserving our parks, protecting our water, and creating a healthier environment and a more livable city going forward.”

A 302-page draft [environment assessment](#) (EA) document, prepared by the highly respected national environmental science and planning firm ESA Associates, details the steps the Los Angeles Department of Recreation and Parks, along with Make Good will take to protect Woodley Park, the Sepulveda Basin and the surrounding community. The EA remains available for public comment until May 27. The U.S. Army Corps of Engineers will hold a public meeting regarding the EA on May 10 from 6 to 8 pm in the Balboa Sports Center located at 17015 Burbank Blvd. in Encino.

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About AngelFest™

AngelFest™ is a three-day music, arts, and culture festival in the Sepulveda Basin’s Woodley Park dedicated to celebrating Los Angeles. The annual world-class festival, created and produced by the LA-based Make Good Group, is designed to entertain a cross-generational audience with the best and the most cutting edge acts in contemporary music. The festival is underpinned by its twin missions: [1] to raise much needed money for LA’s cash-strapped parks and, [2] to create support for organizations protecting LA’s environment and our water. The festival will be infused with the many diverse cultures that make up southern California and will also highlight the extraordinary and unique contributions that the City of Angels makes in today’s world.

About Make Good Group

The Make Good Group is a social impact company that repositions brands into a better version of themselves. Through innovative programs and global messaging platforms, the firm helps its clients make good on their promises, make good in world, and make good stuff. The Los Angeles based collaborative group offers a unique team with wide and deep experience in sustainability, music and entertainment, sports, public policy, healthcare, energy, non-profits, design, marketing, and technology. The Emmy Award-winning group has been instrumental in groundbreaking work including successfully “greening” pro sports teams, major public utilities, large healthcare systems, managing the implementation of recycling in New York City, and producing historic environmental and poverty pop culture events such as Live 8, the single largest simultaneous entertainment event in history.

About TreePeople

As the Los Angeles region faces historic drought and a hotter, drier future, [TreePeople](#) is uniting the power of trees, people, and nature-based solutions to grow a more climate-resilient city. The organization inspires, engages and supports Angelenos to take personal responsibility for the urban environment, facilitates collaboration among government agencies, and promotes leadership by grassroots volunteers, students and communities. In this way, TreePeople seeks to build a powerful and diverse coalition of people who together are growing a greener, shadier, healthier and more water secure Los Angeles for present and future generations.

About Los Angeles Waterkeeper

Founded in 1993, [Los Angeles Waterkeeper's](#) mission is to protect and restore Santa Monica Bay, San Pedro Bay and adjacent waters through enforcement, fieldwork, and community action. They work to achieve this goal through litigation and regulatory programs that ensure water quality protections in waterways throughout Los Angeles.

About Mujeres de la Tierra

[Mujeres de la Tierra](#) is an avant-garde environmental non-profit focused on healing *la madre tierra* and re-defining the traditional “green” dialogue in Los Angeles, California. Our mission is to support women and their families interested in becoming active participants and decision makers in environmental and social issues impacting their neighborhoods located in Los Angeles County. Mujeres believes in the power of one and that community action starts with individual participation. We firmly believe that families, residents and local stakeholders should take ownership and leadership of their local issues. Our work strengthens neighborhoods.....one familia at a time.