



TREEPEOPLE

FOR IMMEDIATE RELEASE

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\*\*\* One Day Only: Saturday, August 11 \*\*\*

**TELENOVELAS IN THE PARK:  
A UNIQUE & HILARIOUS PERFORMANCE FROM MUJERES DE LA  
TIERRA SPONSORED BY TREEPEOPLE, TO RAISE AWARENESS  
FOR WATER CONSERVATION**

*Telenovelas in the Park is a grassroots theater play that uses the traditional telenovela model to present key messages about water conservation and the impacts of plastics pollution. Performed in English with bits of Spanish, it consists of exaggerated acting, family humor, and real community members performing on stage.*

**LOS ANGELES, CA (August 7, 2018)** – TreePeople ([treepeople.org](http://treepeople.org)), an organization that unites the power of trees, people, and nature-based solutions to grow a more climate-ready Los Angeles, today announces its sponsorship of Mujeres de la Tierra's [Telenovelas in the Park](#), performing one day only at TreePeople's S. Mark Taper Foundation Amphitheatre Coldwater Canyon Park.

*"At TreePeople, we're so excited to bring this not-so-guilty pleasure to our stage," said Cindy Montañez, CEO of the environmental organization. "We're always looking for ways to connect community, culture and environmental leadership—and this is one of the best!"*

Mujeres de la Tierra observed that relevant cultural messaging to inform residents about overall water issues, drought, water conservation, and other environmental issues were non-existent. As a result, Mujeres initiated the Agua es Vida, Life is Water campaign, with the purpose to understand the opinions of Latino families and to create a clear, efficient messaging platform for all members of the family to engage with the importance of water.

That's how [\*Telenovelas in the Park\*](#) was born. Written and produced by the staff of Mujeres de la Tierra with the support of the Sonia Sotomayor Center for the Arts and Science, the play aims to educate and inform families about the seriousness of the drought, the importance of water conservation as well as other ways to Heal and Care for La Madre Tierra (Mother Earth).

This FREE family-friendly entertainment is open to the public and will be performed this Saturday, August 11, 2018 starting at 10AM at TreePeople's S. Mark Taper Foundation Amphitheatre Coldwater Canyon Park, 12601 Mulholland Drive, Beverly Hills, CA 90210.

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### **ABOUT TREEPEOPLE**

TreePeople unites the power of trees, people, and nature-based solutions to grow a more climate-resilient city as the Los Angeles region faces historic drought and a hotter, drier future. The organization inspires, engages and supports Angelenos to take personal responsibility for the urban environment, facilitates collaboration among government agencies, and promotes leadership in grassroots volunteers, students and communities. In this way, TreePeople seeks to build a powerful and diverse coalition to grow a greener, healthier and more water-secure Los Angeles for present and future generations. For more information, visit [treepeople.org](http://treepeople.org).

### **ABOUT MUJERES DE LA TIERRA**

Mujeres de la Tierra supports women and families interested in becoming active participants and decision makers in issues affecting their neighborhoods – particularly social and environmental issues. By supporting women, we aspire to create a network of trained community leaders to speak out and act with a collective and influential voice. For more information, visit [www.mujeresdelatierra.org](http://www.mujeresdelatierra.org).