



Event Details:

Sat. March 29th 2008

Himmel Park, 1000 N Tucson Blvd

12 p.m. to 5 p.m.

Free public concert and festival

Website: www.solar-rock.blogspot.com

Event Mission:

To bring Tucson citizens together with civic leaders and green organizations to push a legislative agenda that calls for an 80% reduction in carbon emissions by the year 2050. To promote solar power as a viable alternative energy source for Tucson by powering an entire event with a mobile solar power generating station.

Why 80% by 2050?

Jim Hansen, the [Stern Report](#), the UN Framework Convention on Climate Change ([UNFCCC](#)), a number of European countries, the [State of California](#) and others (including the new [USCAP](#) business-environmental partnership) have either suggested or explicitly referred to 80% carbon cuts by 2050 as a solution commensurate to the scale of the problem.

The organizers of Solar Rock believe that climate change can only be tackled through a combination of efforts that include citizen mobilization and policy initiatives. By engaging the public with a fun, family friendly event, we hope to inspire individuals to make changes in their own lives, and to recognize the collective power we share as an organized group to influence legislation.

To achieve this mission, Solar Rock encompasses a number of different components:

In order to attract teenagers and families with young children, Solar Rock has partnered with the Battle of the Bands competition to offer a performing slot to the top three finalists of Tucson's 2008 competition. There are also kids activities planned during the event to engage even the youngest attendees.

To highlight local leaders who are making positive contributions to reducing Tucson's carbon emissions, Solar Rock will feature prominent political leaders and scientists to educate the public about current efforts to achieve a reduction in emissions.

To promote local businesses and organizations that are having a positive impact on Tucson's environmental efforts, invited organizations have an opportunity to educate the public about their mission or green products and services offered.

To encourage community building, the event will be a fun way for families to meet neighbors and friends for an afternoon in the park enjoying local music, food, and activities.

History of Solar Rock:

The inaugural Solar Rock event was held on April 14th, 2007 in conjunction with the National Step It Up movement. There were over 1,400 locally organized rallies and festivals around the country on that day to say: "Step It Up Congress! Cut Carbon Emissions 80% by 2050." Here in Tucson, five individuals came together to make a difference in this community. We, the organizers of Solar Rock, invested hundreds of hours last spring pulling off this event. It was the first event of this scale that any of us had tackled, and by all accounts it was a success. The organizers of Solar Rock are unpaid community volunteers who believe that we all have a responsibility to protect the environment that we depend on. We hope to inspire others in our community by demonstrating how a small group of citizens can take action for a better world.

Because of the unexpected success of Solar Rock last year, we have decided to continue the tradition of Solar Rock, independent of any national movement this year. For this reason, this year, more than ever, we will rely on the commitment of other organizations and media outlets in Tucson to help promote this event.

2007 Event Lineup:

Music –Kool Shades, The Watchmen, The Thesis, Mark Holdaway, AZ Youth Chamber Ensemble and Arthur Migliazza

Speakers - US Rep. Raul Grijalva, US Rep. Gabriel Giffords, Dr. Joaquin Ruiz, Dr. Melanie Lenart, Colleen Crowninshield, Pima County Chairman Richard Elías, City Councilmember Nina Trasoff & AZ Rep. Steve Farley

Attendance: Counting stopped at 2,000 individuals (because we ran out of counting stickers).

Extra sponsorship money from the 2007 event was used to purchase carbon credits to offset the emissions generated by individuals who traveled to the event and the CO₂ emissions involved in the manufacture of food and other products used during the event.

2008 Event Lineup:

Confirmed Music – Mirror Image, Paul Revere, Monterey, Arthur Migliazza, Bruce Phillips, Spirit Familia

Confirmed Speakers – Director of the UA Institute for the Study of Planet Earth, Dr. Jonathan Overpeck (a member of the Nobel Peace Prize winning International Panel on Climate Change (IPCC)), Mayor Bob Walkup, local water expert Brad Lancaster, AZ Rep Steve Farley.