



29 Elk Street
Albany, NY 12207
518-434-1583

MEDIA ADVISORY / PHOTO OP

EMBARGOED until Saturday, May 3, 2014

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Media Contacts: **Laura DiBetta**, Director, Parks Program & Government Relations, PTNY
518-434-1583; (cell) 518-506-1923
ldibetta@ptny.org | www.ptny.org
Mac McKeever, L.L.Bean, Inc.
207-552-6078
emckeever@llbean.com
Paul Gallegos, REVERB
307-277-6745
paul@reverb.org

Pop Group Capital Cities and L.L.Bean Bootmobile to Stop in Capital Region for I Love My Park Day

Campus Consciousness Tour to pitch in at a New York State Park

WHAT:

Pop group Capital Cities and the larger-than-life L.L.Bean Bootmobile will make a stop in the Capital Region to participate in the third annual I Love My Park Day on Saturday, May 3. Capital Cities is currently headlining REVERB's Campus Consciousness Tour presented by L.L.Bean. Capital Cities, REVERB, and L.L.Bean, along with student outing clubs and environmental groups, are taking part in community service projects that protect and beautify natural spaces.



I Love My Park Day is an exciting statewide event to celebrate and enhance New York's state parks and historic sites and bring visibility to the entire state park system and its needs. Over 6,000 volunteers from across the state are expected to participate in cleanup, improvement, and beautification projects at over 80 New York State parks and historic sites. I Love My Park Day is coordinated by Parks & Trails New York in partnership with the Office of Parks, Recreation and Historic Preservation.

PHOTO OP:

- Members of the pop group Capital Cities. For more on the Campus Consciousness Tour, visit: <http://www.reverb.org/CCTsite/cctabout.html>.
- A visit by the L.L.Bean Bootmobile – a larger-than-life mobile replica of the original L.L.Bean Boot. L.L.Bean is a Premier Sponsor of I Love My Park Day. For more on the Bootmobile, visit: www.llbean.com/bootmobile

WHO:

The following individuals will be available for interviews:

- Eddie Flaherty, Spokesperson, L.L. Bean
- Paul Gallegos, representative, REVERB and Capital Cities
- Laura DiBetta, Park Program Director, Parks & Trails New York

WHEN/WHERE:

Saturday, May 3, 2014. For information on specific time and location, please contact Laura DiBetta at 518-506-1923.

About I Love My Park Day:

I Love My Park Day is coordinated at the statewide level by Parks & Trails New York in partnership with the New York State Office of Parks, Recreation and Historic Preservation. Friends groups and park staff oversee cleanup, improvement and beautification projects and work with volunteers. More information is available at <http://www.ptny.org/ilovemypark>.

About Campus Consciousness Tour:

Half music tour, half environmental campaign, *Campus Consciousness Tour (CCT)* aims to inspire and activate college students to take positive environmental action in a fun and exciting atmosphere on campus.

Created in 2006 by the environmental non-profit group, *REVERB*, previous CCT artists include fun. ,Ben Harper, Drake, Brantley Gilbert, J. Cole, Passion Pit, Janelle Monae, Guster and O.A.R.

About Capital Cities:

Capital Cities create buoyantly melodic synth-pop gems that are stubbornly positive in a world that sometimes feels terminally bummed. "Safe and Sound," the first single from *Capital Cities'* debut album, *In A Tidal Wave Of Mystery* (Capitol Records/Lazy Hooks), was one of the most ubiquitous hits of 2013. It reached No. 1 on Billboard's Alternative Songs chart, entered the Top 5 at Pop, Hot AC, Triple A and Modern Rock radio and was widely licensed. Their new single "One Minute More" is now available on a deluxe version of *In A Tidal Wave of Mystery*.

About REVERB:

Deeply rooted within the music and environmental communities, *REVERB* is a 501(c)(3) environmental organization dedicated to educating and engaging musicians and their fans to take action toward a more sustainable future. Founded in 2004 by environmentalist Lauren Sullivan and her musician husband, Guster guitarist/vocalist Adam Gardner, *REVERB* has greened more than 140 major tours including *Dave Matthews Band*, *Jack Johnson*, *Maroon 5*, *Sheryl Crow*, *Linkin Park* and *Jason Mraz*. www.reverb.org

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