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American Renewable Energy Day (AREDAY) Focuses on Solutions, not Problems

Environmental activists join billionaires & business people for intimate dialogue at Aspen Summit

Aspen, Colo...Over the last seven years, American Renewable Energy Day (AREDAY) has grown into solutions-oriented symposium that attracts the nation's most influential leaders in the fields of climate, energy, finance, politics, education and environmental filmmaking for panel discussions and collaboration. The eighth annual AREDAY takes place August 17 through 21 in Aspen. AREDAY's purpose is to foster immediate action that addresses climate change through renewable energy development and deployment.

AREDAY Founder and Co-Producer Chip Comins says his motivation to create the conference was Amory Lovins's book "Natural Capitalism". According to Comins, "I learned that we weren't accounting for the use of our natural resources on a balance sheet, which led me to investigate the truth about climate change. We need to harness leadership and capital to move us away from fossil fuels and toward a carbon neutral economy. I probably didn't think it would grow into anything; it was just the right thing to do for the future of our kids, so they will be able to inherit a planet that will be inhabitable."

In its first seven years, AREDAY has raised awareness on the issue of how we use our energy and how we turn that into a solution for our biosphere – creating profit and jobs while protecting the planet. The forum promotes powerful cross-sector dialogue and collaboration – bringing together leading thinkers from the business, not-for-profit, educational and governmental sectors. The intimate setting in Aspen allows for a deep level of networking at AREDAY. "We try to find and engage those people who are doing innovative things out there," says Comins.

Comins has an ambitious vision for AREDAY. "I want AREDAY to be instrumental in helping humans to understand the detrimental impact we are having on the biosphere and to see that fixing the problem provides a huge economic opportunity. All the sustainable economics add up to a stock market that will continue to grow with no end in sight. This fight is about engaging Wall Street and other capital markets and implementing strategies now."

To carry out its goals, AREDAY includes five components: the Summit, featuring leading minds participating in presentations and roundtable discussions; the Expo, a free, outdoor festival centered around renewable energy; the AREDAY Film Festival, held in conjunction with the Summit each year; the AREDAY Climate and Energy Literacy Initiative (ACELI), which bridges the gap between school science and climate education; and the AREDAY Speakers Series, which is a partnership with the Denver Museum of Nature and Science where speakers talk about climate and energy solutions.

All of the AREDAY components will ultimately lead to establishment of the ACT Market -- the AREDAY Clean Technology Market – which will link start-ups to capital markets and make new ideas in clean technology a reality.

Since 2004, [American Renewable Energy Day \(AREDAY\)](#) has brought top leaders and educators together to promote the rapid deployment of renewable energy and energy efficiency strategies via demonstrations, presentations, performances, film screenings and dialogue. Each year, AREDAY hosts internationally renowned [speakers](#) and attracts attendees from across the globe – resulting in unique, powerful, cross-sector collaborations and solutions around the climate change issue. For more information, a complete agenda and tickets, visit www.areday.net.

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