



# E3's Ecochella

Tira Okamoto, E3's Ecochella (SOLE), [ecochella@gmail.com](mailto:ecochella@gmail.com)



## Who

Ecochella is an annual bike-powered, student produced concert at UCLA. Unlike traditional concerts, students power the speakers themselves by pedaling on stationary bike generators to decrease our dependency on electricity from the grid. The idea is for UCLA students to learn about and physically partake in the production of renewable energy, uniting students toward a common cause and promoting general environmental awareness.

E3's Ecochella is overseen by a team of capable directors, each with one to three committee members. One of the Logistics Directors is an original founding members of Ecochella, and the majority of the directors are returning members of the Ecochella leadership team. As the event date draws closer, we also enlist over 50 volunteers and 150 bikers to put on the actual event. Our members cover a wide range of majors, ages, skills, and experience, but we are all committed to the integrity of this sustainability event.



## What

Ecochella was conceptualized in 2013 by Rachel Wood-Robinson, who had the idea of having an environmentally friendly concert. The idea developed into a plan for a bike-powered festival. Our objective this year is to draw in more students to Ecochella and show them the benefits of environmentally-friendly bike power and solar power.

The event includes pedal-powered tunes from UCLA student bands, a sustainability fair, sustainable food vendors, yoga, and much more. Our first concert in 2013 drew over seven hundred people and last year, we grew to over 1700 participants.

## Where and when

Ecochella has taken place at Sunset Canyon Recreation Center for the past three years. The concert is open to UCLA students, faculty, and staff. This year, the four year old music and sustainability festival will be held on Friday May 6, 2016 from 4-9pm at Sunset Rec. As the event date draws closer, we also enlist over 50 volunteers and 150 bikers to put on the actual event.



Each year, we work with Rock the Bike, a pedal-powered event planning non-profit organization from Berkeley, CA. With their help, we produce a quality sounding performance. Our headliners this year are WALLA and So Many Wizards! Our student band auditions occur in mid April 2016.



## Why

This year, our goal for Ecochella is to have around 2,000 attendees. In the previous years, we have had more than 1,000. We also want to showcase new solar-powered lights and phone chargers, educating concert-goers about alternative energy. We will also continue to have a bike-powered sound system, like we have in previous years, to show the power and efficiency of bike power. Our goal for the festival is to avoid any shortages of power, and have a steady stream of volunteer bikers to power the concert. In the past years, because of student-built bikes, we have had a few shortages occur. However, because the bikes this year will be all provided by Rock the Bike, we hope to avoid this problem.

Ecochella contributes positively to the wellbeing of the UCLA community. We encourage students to physical move their bodies in a fun and educational environment. We also make sure to grab the attention of students from all over campus, contributing to a diverse crowd. Furthermore, we are committed to exposing our audience to a wide variety of resources and organizations on and off campus that advocate for more sustainable living.



## Acknowledgements

Thank you to Jane and Terry Semel for their vision and support for the Healthy Campus Initiative, and for the HCI leadership, including Gene Block, Scott Waugh and Wendelin Slusser. Thank you also to The Green Initiative Fund at UCLA and UCLA Recreation for your continued support. Specifically, we would like to thank E3: Ecology, Economy, Equity; Carissa Requejo (SOLE); Dana Dickerson, Lorrie Klimoski, Dennis Koehne, Jason Zeck, and Katie Zeller (UCLA Recreation); Patty Zimmerman (TGIF); Nurit Katz (UCLA Sustainability); Rock the Bike; and our amazing volunteers, bikers, and fellow student organizations who help make this concert happen!