

Live Green Music & Arts Festival

By Jonathan Spiers
Staff Writer

With spring come the festivals, drawing people outside to enjoy the weather. And just as the season adds new colors to the landscape, so is a newcomer to the festival circuit adding some color to Brunswick County — particularly the color green and the way of life it represents.

Live Green is a daylong music and arts festival focused on eco-friendly living. Set for this Saturday, April 11, the family-friendly event features live music throughout the day, kids' games and activities, artists and craftsmen, and info on how to live environmentally sensitive lives.

Presented by Where We Live, a nonprofit group promoting community involvement based in Boiling Spring Lakes, Live Green is the group's most ambitious undertaking since sisters Jennifer Ipalucci and Eleanor Erickson founded it two years ago.

In that time, Where We Live has successfully raised thousands of dollars for new playground equipment in Boiling Spring Lakes, donated money to the police department's K-9 unit and coordinated a 5K race last summer that attracted more than 80 runners and walkers from around the area, all while presenting monthly events and social activities for kids and adults.

The idea for the festival came about in part from Ipalucci's desire to see one of her favorite bands, Asheville-based The Mad Tea Party. Rather than hope the retro-rock duo would come through town, or drive hours away to see them, she took to the task of bringing them here, in keeping with the group's concept of providing things to do locally.

"It's another thing we can now say we have 'Where We Live,'" Ipalucci said. "We wanted to tie it in with Earth Day and try to raise some awareness about the environment. People have been very receptive, so I hope it's going to be a good event and a lot of fun."

Fellow Asheville group Snake Oil Medicine Show headlines the festival, and rounding out the roster are local acts The Casserole, featuring members of Root-Soul Project, Rogersville Road and L Shape Lot; classic-rockers Port City Sound Company; Kent Knorr, founder of the North Carolina Ukulele Academy; and Brunswick County musician Jeff Krueck.

Giving them a place to play is Chuck Allen and Tracie Colaianni, who have spent the past few months converting about 45 acres of their land along Galloway Road near Bolivia into festival grounds. Located one mile north of U.S. 17, the property, called "The Wylde's of Bolivia," surrounds the couple's residence at 1016 Galloway Road.

The property features a large field that has been cleared to accommodate parking. From there, festival-goers are directed down a wooded pathway, along which vendors and activities will be located. At the path's end is the stage — a deck on the back of the house.

A local builder, Allen considers the festival a perfect fit for the property, where he often hosts games of paintball.

"We always wanted to do something like this, and Jen had the perfect beginning, the perfect motivator," he said. "It's got unlimited potential. It's got the opportunity to grow so much."

"I see this as something that could become a yearly event, a multi-day event," added Ipalucci. "Chuck has spent an incredible number of hours to get the property ready, and we've collected a pretty good group of interesting artists. It'll be a really nice, relaxing day."

Artwork at the festival is handmade and created from eco-friendly items, and activities include demonstrations by performance group Asheville Hoops, a designated kids' play area and a rock garden. Visitors are also encouraged to bring their own musical instruments, kites, Hacky Sacks and the like.

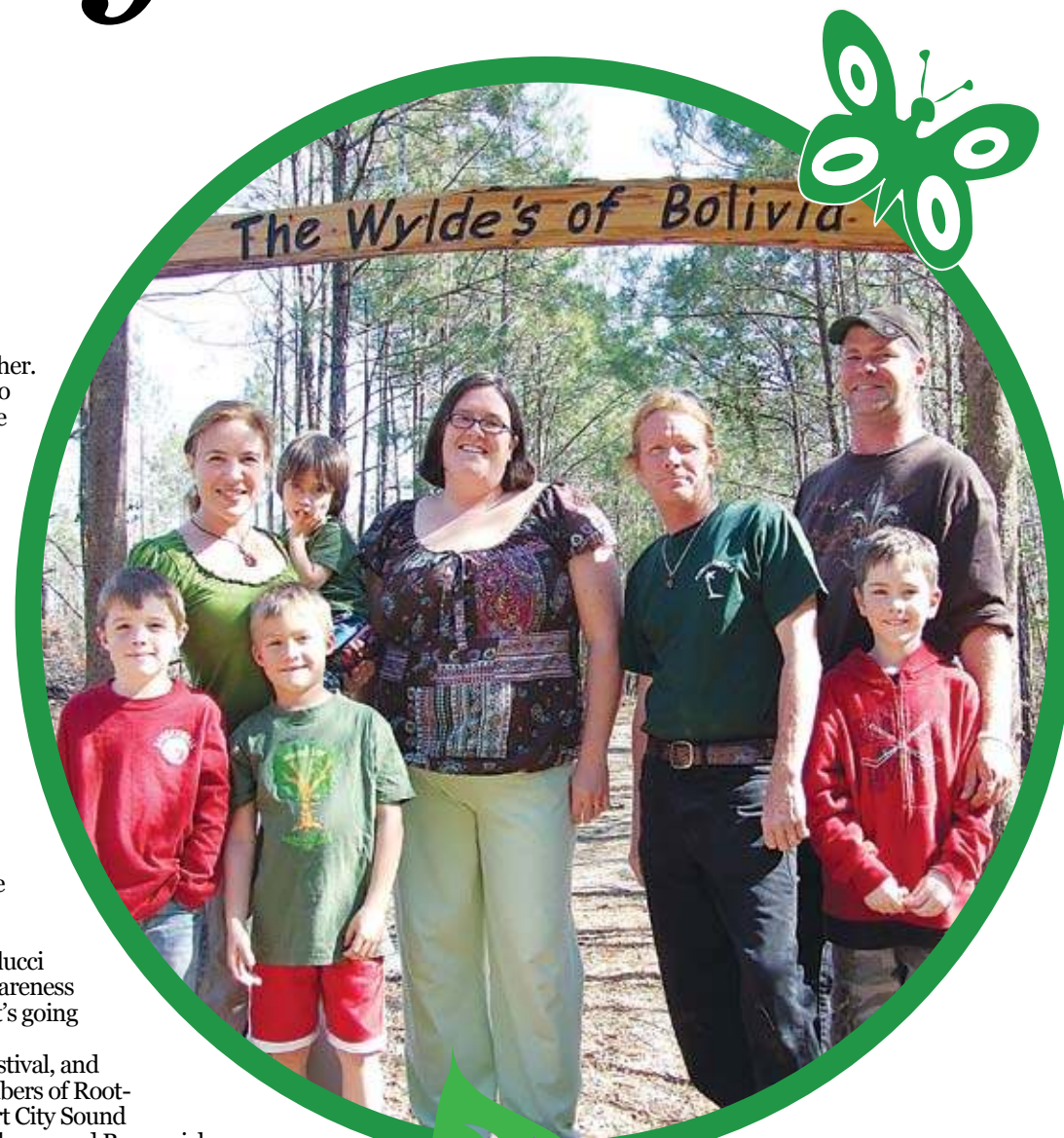
Driving home the festival's theme, several environmental advocacy and conservation groups will be on hand as well, including The Nature Conservancy, North Carolina Coastal Land Trust, Cape Fear Arch, Bald Head Island Conservancy, Cape Fear River Watch, Cape Fear Audubon Society, N.C. Oyster Shell Recycling Program and Boiling Spring Lakes Garden Club.

"Environmental awareness is something I feel really passionate about," Ipalucci said. "We are just trying to help people start small and understand how even the smallest effort makes a big impact, like reusable grocery bags — things that are easy and don't have a huge impact on their lifestyle but have a huge impact on the community."

To encourage carpooling, admission to the festival is \$10 per person or \$20 per carload, payable at the gate. Heading north on Galloway Road from its easternmost intersection with U.S. 17, attendees should follow posted signs directing traffic to the parking field.

Music begins with Jeff Krueck at 11 a.m., followed by Kent Knorr at 12:15 p.m., Port City Sound Company at 1:30, The Casserole at 3, Mad Tea Party at 5 and Snake Oil Medicine Show at 7.

Sunscreen and bug spray is suggested, and blankets and lawn chairs are welcome. More information, including lists of allowed or prohibited items and complete listings of artists, vendors, activities and sponsors, is available online at www.wherewelivenc.com.



Among those behind the Live Green Music and Arts Festival are, pictured from left, Erin Bonello, with nephew Isaak and sons Eli and Ari; Jennifer Ipalucci; Chuck Allen; and Mat Erickson, with son Jack. Allen has spent months preparing his property, named 'The Wylde's of Bolivia,' to serve as festival grounds. Not pictured are fellow planning committee members Eleanor Erickson and Adrian Ipalucci.

Live Music:
Snake Oil Medicine Show • The Mad Tea Party • The Casserole • Port City Sound Company • Kent Knorr • Jeff Krueck

Saturday, April 11
10 a.m. until the music stops