Green Events

What Works...

...And What Doesn’t
Winterfest 2008

• Promotion
  – Fliers
  – City Publications
  – Newspaper Ads
  – Press Releases
  – Signage
  – Announcements from stage throughout the event
Winterfest 2008

- **Equipment**
  - Recycling Containers
  - Trash Containers
  - Trash Bags
  - Signs
Winterfest 2008

• Entertainment
  – Recycled Snowman Contest
  – Environmental Games
  – Steve Trash
  – Vocal Trash
Winterfest 2008

• Mixed Results
  – Public Relations Success
    • Close to 15,000 people reached
    • Good media coverage
  – Recycling not as Successful
    • Containers too much alike
    • Needed volunteers to monitor
Fourth of July 2008
Fourth of July 2008

• Promotion
  – Fliers
  – City Publications
  – Newspaper Ads
  – Press Releases
  – Signage – Including Banners
  – Announcements throughout the event
Fourth of July 2008

• Equipment
  – Trash Barrels
  – Distinctive Recycling Containers
  – Signs
Fourth of July 2008

• Entertainment
  – Videos made by middle school students during pre show activities
Fourth of July 2008

• Volunteers Are Vital!!!
  – Distinctive T-Shirts
  – Tongs
Fourth of July 2008

- PR and Recycling Success
  - Positive feedback from community
  - More than 600 pounds of plastic and aluminum recycled
Funding for Green Events

- Grants
- Corporate Sponsors
- Partnerships