



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 more than 600 pounds of plastic and aluminum recycled

Funding for Green Events

- Grants
- Corporate Sponsors
- Partnerships