

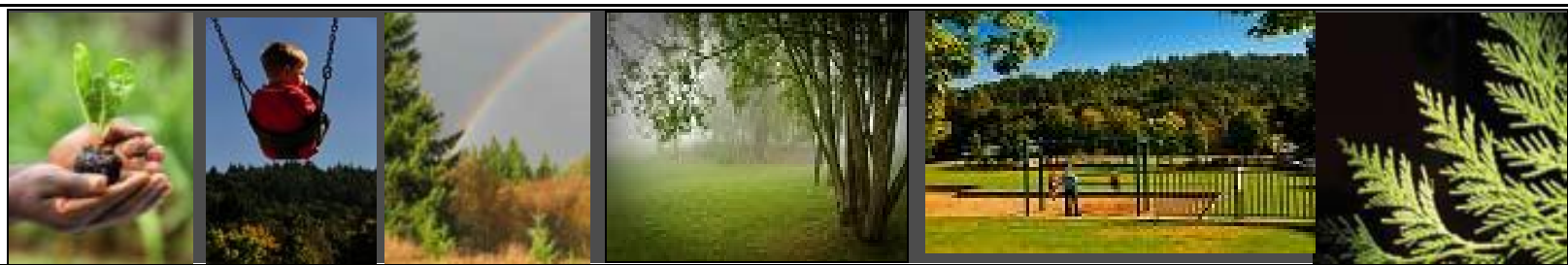


Earth Day in Newcastle

Saturday ~ April 23, 2011

10:00 AM - 4:00 PM

Lake Boren Park



Earth Day 2011 Event Details:

- Third Annual event
- Offering booth locations for 45 non-profits and businesses
- Broad based marketing campaign provided
- Held in partnership with the City of Newcastle, Newcastle Weed Warriors, & the Newcastle Chamber of Commerce

Provided by Event:

- Reserved booth locations
- Marketing & Advertising
- Restoration Project
- Informational Mini-Seminars
- Event tent for tables



City Details and Status:

- Founded 1994
- Population: 9,925 (2010)
- Median Income: \$115,727
- Median Age: 39 years



**for a copy of our 2009/2010 demographic report, contact City of Newcastle*

• **Vision of Earth Day 2011:**

1. Celebrate Earth Day while raising awareness in the community of environmental stewardship
2. Promote local businesses and non-profits and provide a venue to share their "Green" products & services
3. Offer mini-seminars on eco-friendly, sustainable issues and environmental practices to the community.

• **Overview of 2011 Event:**

1. Business and Non-profits host booths in Lake Boren Park, Newcastle's Premier Park
2. Informative Mini-Seminars; WSU Master Gardener Clinic; Appliance and Cell Phone Recycle
3. On-site Volunteer Restoration Program
4. Added this year: Large event tent for participants

• **Recap of Successful 2010 Event:** despite inclement weather-

1. Great relationship with the City of Newcastle & the Newcastle Chamber of Commerce to promote the event
2. Participation of quality businesses and non-profits
3. Awesome adult & youth group volunteers
4. Successful advertising strategies including a 60' banner across Coal Creek Parkway, press releases to local newspapers, radio stations, Seattle Times and internet blogs
5. 40+ Businesses and Non-Profit Organizations participated and hosted booths
6. The Boeing Employees Concert Band provided ambient classical entertainment
7. Zumba Dancers energized the crowd
8. 100 Native Plants and Trees planted in the Park
9. Light lunch sandwich items provided by local vendors

- **Interested in participating, hosting a booth or seminar, volunteering?** Contact: Grace Stiller, Earth Day Chairperson gracestiller@comcast.net 425.228.7927 or cell 206.795.5783