

# “Think Globally, Act Locally”

Newcastle Earth Day • **Fact Sheet** • April 18, 2015

## **Event Details:**

- Eighth Annual event
- Offering booth locations for 50+ non-profits and businesses
- Includes a broad based marketing and internet campaign
- Held in partnership with the City of Newcastle  
King Conservation District  
National Wildlife Federation  
Newcastle Weed Warriors

## **Provided by Event:**

- Reserved booth locations
- Marketing & Advertising
- Event tent for Sponsors



## **City Details and Status:**

- Founded 1994
- Population: 10,460
- Median Income: \$115,727
- Median Age: 39 years

*\*for a copy of our demographic report, contact City of Newcastle*

## **Earth Day Vision 2015 - Supporting Green Cities and Communities for a Healthier Planet**

1. Inspiring everyone to be involved with local environmental stewardship projects and personal sustainable practices that benefit the local community and planet
2. Offering information about ways to include sustainable actions in our homes, businesses, and local communities
3. Enabling environmentally sustainable businesses and non-profits to network and share their products and services with the public at a venue that encourages a healthy environment
4. Providing the opportunity for individuals to help local wildlife with National Wildlife Federation's Wildlife Habitat program

## **Preview of the 2015 Event**

1. Booth spaces for green businesses and non-profits
2. Large 40'x 60' event tent for activities
3. Family friendly event with Free Parking and Admission
4. "Ranger Rick," and "Bert the Salmon" - guest celebrities
5. Electric Cars from Seattle Electric Car Association
6. Videos of local and global sustainable actions
7. Various wildlife displays – frogs, turtles, raptors & more!
8. Food Vendors, music, entertainment, activities for kids
9. Successful advertising strategies including a street banner across Coal Creek Parkway, press releases to local newspapers, radio stations, and internet blogs

## **Recap of a Successful 2014 Event**

10. Participation of 50+ quality businesses and non-profits
11. Thank you to our sponsors, participants, and volunteers!

## **Interested in sponsoring or participating?**

**Contact:** Grace Stiller, Earth Day Chairperson

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