

Newcastle Earth Day

Lake Boren Park • **Fact Sheet** • April 23, 2016

Event Details:

- Eighth Annual event
- Offering booth locations for 20+ 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*

Event Focus

Stewardship Practices for a Healthier Planet

1. Inspires everyone to be involved with local environmental stewardship projects and personal sustainable practices that benefit the local community and planet
2. Offers information about ways to include sustainable actions in our homes, businesses, and local communities
3. Enables businesses and non-profits to network and share their programs and services with the public
4. Offers the opportunity for individuals to remove invasive weeds and plant a tree to help local wildlife around Lake Boren Park

Preview

9th Annual Earth Day Event

Produced by the Weed Warriors, 501c3 Non-Profit Charity

1. Booth spaces for green businesses and non-profits
2. Large 40'x 40' event tent for activities
3. Family friendly event with Free Parking and Admission
4. "Ranger Rick," and "Bert the Salmon" - guest celebrities
5. Plant a tree at the event and take one home for your yard
6. Various wildlife displays – frogs, petting zoo, and more!
7. Food Vendors, music, entertainment, activities for kids
8. Successful advertising strategies including a street banner across Coal Creek Parkway, press releases to local newspapers, radio stations, and internet blogs

Interested in sponsoring or participating?

Contact: Grace Stiller, Earth Day Chairperson

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