



VirginiaGreenTravel.org

2013 Virginia Green Travel Star Awards Green Travel Star



Green Event of the Year

<p>Presented by</p> 	<p>Annual Springtime DC</p> <h2>GOLF & TENNIS</h2> <p>Invitational</p>	<p>Benefitting</p>  <p>Hosted by</p> 
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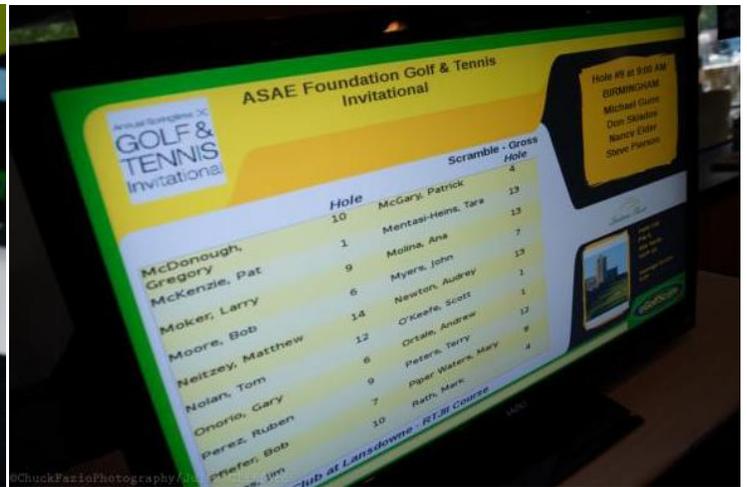
The ASAE Foundation's 31st Annual Springtime DC Invitational Golf and Tennis Tournament Friday, May 17th, 2013

The ASAE Foundation's 31st Annual Springtime DC Invitational Golf & Tennis Tournament was held on Friday, May 17, 2013 with over 300 participants—a sold-out event! In 2013, this event expanded to two sold-out golf courses and also included a spa program and a vineyard tour. The ASAE Foundation sent a strong message to the association and industry partner community in terms of affirming its commitment to environmental sustainability. This event was a Certified Green Golf Tournament in the state of Virginia. With the help of Lansdowne Resort, a certified Virginia Green Property, numerous environmentally-friendly practices were undertaken at the event:

- Two golf holes featured “greening-your-event games” hosted by the ASAE Convene Green Alliance, Virginia Green, Associated Marketing Partners, and Lansdowne Resort.
- Rather than the traditional giveaway, winners to the trivia games had trees planted in their honor or in honor of someone they admire in the California wildfire regeneration area near San Bernardino. 72 trees were planted in partnership with the American Forest Association to offset the carbon footprint.
- The vineyard tour featured two local Virginia wineries, both of which were Virginia Green wineries: North Gate and Sunset Hills. As part of the vineyard tour, participants were educated on LEED specifications (North Gate is built to LEED Gold Specifications) and other daily green practices of the vineyards.
- After the event, all participants 300+ participants were sent a tip sheet (see “Greening Your Tournament Tipsheet”) on how to green your event filled with practical and useful information.
- ASAE Foundation and Lansdowne Resort donated 250 reusable, biodegradable recycled plastic water bottles and Avis donated 100 reusable bottles for participants.
- The ASAE Foundation prominently addressed its green efforts on the registration website for the event. A press release went out to 130 media outlets (trade, bloggers, etc.) and 48 state associations across the country informing them of the green and sustainable effort made at this premier event.
- At the 2014 Annual Springtime DC Invitational Golf & Tennis Tournament which will be held on Friday, May 16th, the ASAE Foundation with the help of Lansdowne Resort, Virginia Green, and Convene Green Alliance will continue to showcase its commitment to environmental sustainability.



Biodegradable corn golf tee were used throughout the tournament.



To continue the green efforts made at last year's event, ASAE Foundation and Lansdowne organizers once again for turned to electronic registration, correspondence, and digital scoring instead of traditional paper methods.

Visit the ASAS Foundation Golf and Tennis Tournament's Virginia Green profile at:

<http://www.deq.virginia.gov/Portals/0/DEQ/PollutionPrevention/VirginiaGreen/Events/2013/ASAEFoundationGolfTennisInvitational2013.pdf>

Virginia Green is run through a partnership between:



www.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx
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