



VirginiaGreenTravel.org

2013 Virginia Green Travel Star Awards Green Travel Leader



Roanoke Civic Center

The staff of the Roanoke Civic Center, proudly managed by Global Spectrum, formed a green committee four years ago comprised of volunteer staff with an interest in protecting our environment and implementing energy-efficient programs at the facility. Team Green!, as it is known, has taken steps beyond their greening efforts of the Roanoke Civic Center venues and into the community.

This year, Team Green! has participated in three "Adopt-A-Street" cleaning programs, whereby the team took time away from work to pick up garbage alongside a major road in the City of Roanoke. We picked up numerous bags of trash and debris, including innumerable cigarette butts, in order to beautify the area that is seen not only by thousands of travelers and residents each day, but also by the many visitors to Roanoke who travel here by air service because Roanoke Regional Airport is less than one mile away.

Additionally, Team Green! has participated in the "Adopt-A-Stream" cleaning program and claimed a terribly polluted section of the Roanoke River to pick up garbage and make the area more attractive to citizens. With the addition and expansion of the 26-mile Greenway to Wasena Park, it is even more important than ever to keep this area beautiful so that citizens and visitors will be encouraged to get outdoors and enjoy the natural beauty of the City of Roanoke.

Our participation in these programs not only improves the aesthetics and livability of the areas, but also reduces the costs of cleaning to the taxpayers by decreasing the number of City staff needed to focus on cleaning these sections of street and river. We estimate that we will save the City of Roanoke an average of \$3,500 in staff wages and \$200 in materials (garbage bags, trash grabbers, gloves, and safety vests) annually. Team Green! will continue to focus on the cleaning and greening of our facility and community in 2014 and beyond. Team Green!'s mission and program outline are detailed on the roanokeciviccenter.com website.



Visit Roanoke Civic Center's Virginia Green profile at:
<http://www.virginia.org/Listings/TheArts/RoanokeCivicCenter/>

Virginia Green is run through a partnership between:



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