



Virginia Green Events



Art at the Market Blacksburg, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Art at the Market

The event will take place in Downtown Blacksburg. The Town of Blacksburg is dedicated to enhancing sustainability in its operations and through its policies. The Town is committed to the protection of the environment, pollution prevention, and regulatory compliance while providing the highest level of municipal services to the Blacksburg community. Downtown Blacksburg, Inc. formerly the Downtown Merchants of Blacksburg have made it their mission to help out with the proper disposal of CFL's, printer cartridges and batteries and are working with the Town of Blacksburg and Sustainable Blacksburg to provide a permanent downtown recycling program.

We went green "to further our efforts in creating a sustainable community and to expand upon on Cool Cities Campaign. In partnership with the Town of Blacksburg, Downtown Blacksburg, Inc. (formerly Downtown Merchants of Blacksburg) (a non-profit group) are offering permanent downtown collection sites for CFL's, batteries and printer cartridges. We are committed to becoming Greener!"

HELIUM BALLOON POLICY Downtown Blacksburg, Inc. acknowledges the potential dangers to the environment which can be caused by helium filled balloons. Therefore the use of helium balloons at festivals and events presented by Downtown Blacksburg, Inc. will not be permitted. Balloons filled with helium are not allowed to be sold, given away, on display, or in the booth of any vendor. Balloons that are not filled with helium, such as water balloons and balloons used to create balloon animals are allowed but must be correctly disposed of in a trash can after use. Policy Adopted October 2014

For more 'green' specific information : www.downtownblacksburg.com/go_green

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
- Glass bottles
- Aluminum cans
- Plastic bottles

Minimize the use of disposable food service products.

- Do not use any disposable containers, dishware, cutlery, or cups **OR**

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

Waste Reduction.

- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Encourage the use of mass-transit and/or carpooling to the event
- Other actions taken to reduce solid waste: Provide a free Bike Valet service to encourage people to ride their bikes to the event

Green Signage.

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers



For more information on **Art at the Market**, see www.downtownblacksburg.com/art_at_market. or contact Lauren Blakemore at events@downtownblacksburg.com or 540-951-0454.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

