



Shiver in the River

Richmond, Virginia

January 31, 2015



"An inaugural fundraising event for Keep Virginia Beautiful in an effort to increase programs that support litter prevention, community outreach, education, recycling and beautification for Richmond and the Commonwealth of Virginia."

Green Statement: "Shiver in the River will start with a clean-up along the banks of the James River. The clean-up is a positive hands-on educational opportunity for the RVA community as a whole and not only for those going in the water, but for their families and friends who are supporting them at the event. The clean-up is occurring at a time when trash and recyclables are clearly visible due to the time of year and low vegetation growth. It is meant to raise awareness of the effects of litter on the river's animals and foliage, how litter can be prevented and to advocate for a clean and a beautiful Virginia. The second portion of Shiver in the River is the James River Jump. This fundraising Jump will take place along the chilly banks of the James right by Historic Tredegar. Funds raised by participants will benefit Keep Virginia Beautiful."

CORE ACTIVITIES for Green Events

- Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
 - Glass bottles, aluminum cans, plastic bottles, paper, cardboard, composting of food & other compostable items
- Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
 - Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
 - Use disposable foodservice items that are made with recycled content
 - Use compostable food service items and direct this material to available composting operations in your area
- Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
 - Purchase/use paper products with 30% or higher recycled-content
- Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Track overall solid waste costs

Food service

- Arrange for the composting of food waste and other compostables
- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

Green Signage. Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a green event section on its event's webpage highlighting all of its green activities
- Have signs at the event registration which list all of its green activities
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts

For more information on Shiver in the River, see [Shiver in the River](#) or contact Keep Virginia Beautiful at shiver@keepvirginiabeautiful.org or 804-665-2908.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



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

