



# Virginia Green Events



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## Virginia Wine Festival Centreville, VA



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**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.

## Virginia Wine Festival

The Virginia Wine Festival has been held for 41 years.

Virginia wineries are committed to protecting the environment and we know that an event like this can produce a large amount of wastes. We also know that our customers care deeply about the environment and expect bottles and other materials to be recycled.

The Virginia Green Travel Alliance staff and volunteers will be on-site to assist with eco-stations. The Wine Valet will actually be sponsored by / manned by Virginia Green volunteers and actively promoting Virginia Green with banners and brochures.

### 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
  - Paper
  - Cardboard

### Minimize the use of disposable food service products.

- Do not use any disposable containers, dishware, cutlery, or cups **OR**
- Use disposable food service items that are made with recycled content

### Printed Materials.

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

### Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- 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:
- Provide condiments, cream and sugar, etc. in bulk
- 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
- Other actions taken to reduce solid waste: Working with the Virginia Green Travel Alliance to monitor eco-stations

### Green Signage.

- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as [www.cleanerandgreener.org/resources/pollutioncalculator.1](http://www.cleanerandgreener.org/resources/pollutioncalculator.1) [www.cleanerandgreener.org/resources/pollutioncalculator.htm](http://www.cleanerandgreener.org/resources/pollutioncalculator.htm))
- Other actions taken related to green signage: Virginia Green Event banners and displays will be used.



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For more information on **Virginia Wine Festival**, see [www.virginiawinefest.com/](http://www.virginiawinefest.com/) or contact Tracey Leverty at [tracey@echelon-events.com](mailto:tracey@echelon-events.com) or 888-253-3787.

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

