



## Herndon Festival

Downtown Herndon, Virginia  
777 Lynn Street  
June 2-5, 2011

"The Herndon Festival is known as the largest FREE event in Northern Virginia which is held over four days. The Herndon Festival features local and nationally-known entertainment on three stages, a carnival, fireworks displays on Thursday and Saturday, children's hands-on art area, arts & crafts show, business expo, 10K/5K races & fitness expo, K-9 Fun Walk & doggie expo, complimentary shuttle bus service, and an assortment of food vendors."

**Green Statement:** "The Town of Herndon Parks and Recreation Department recognizes the importance of environmental stewardship in a variety of media, including energy use, water, air, land, and waste. Successful environmental stewardship practices will enhance local energy security and protect natural resources for future generations and result in long term cost savings."



### 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
- 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 (bagasse)
- 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
- 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:

#### *Food service*

- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk
- Avoid box lunches and serve trays/platters of food instead

#### *Restrooms*

- Have a contract for environmentally-friendly, portable restrooms

#### *Logistics*

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes



**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 link on its website to the Virginia Green Events webpage
- Have signs at the event registration which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers

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For more information on the Herndon Festival,  
see [www.herndonfestival.net](http://www.herndonfestival.net) or contact Ann Marie Heiser at  
[ann.heiser@herndon-va.gov](mailto:ann.heiser@herndon-va.gov) or 703-435-6800 ext. 2134.

**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.deq.virginia.gov/p2/virginiagreen](http://www.deq.virginia.gov/p2/virginiagreen) or [www.virginiagreentravel.org](http://www.virginiagreentravel.org).



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

