



Summer Solstice Fest

Downtown Blacksburg, Virginia
Main Street and Lee Street
June 18, 2011; 2 – 11 pm

"The Summer Solstice Fest is a community celebration featuring a beer garden, a stage of live music, with The Key West Band headlining on our stage this year, dancing, and fun activities for all ages. There is a 5k run to benefit the Blacksburg High School Track & Field Club, local non-profits are invited to operate concessions, in order to raise money for their own charitable purposes. In this way, Blacksburg's festival not only celebrates the Summer Solstice but spreads the warmth of community associations!"



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



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, composting of food & other compostable items
- Collection points for CFL's, batteries and printer cartridges are located throughout our membership, Eco-Drive collection of electronic good in partnership with International Women in Need

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 with recycled content
- Use disposable foodservice items that are recyclable (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 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:
 - ◆ 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.

Food service

- Arrange for the composting of food waste and other compostables

Restrooms

- Have a contract for environmentally-friendly, portable restrooms

Logistics

- Encourage the use of mass-transit and/or carpooling to the event

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 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
- Use the Virginia Green logo on signs and on recycling containers
- Use large reusable signage will be displayed throughout the festival to raise awareness of what we are doing and how to participate.

Other Sustainability Actions:

- Event will consist of a sustainable activities including a bike rodeo
- Will have informational display of the Town recycling program, home composting and rain barrels
- The sand beach will be used to regrade a local parking lot and a local horse riding facility after the event
- We will purchase our beer from local micro breweries
- We will use food vendors from our downtown area, many of which use local ingredients
- We will have a vendor who will have a bicycle powered smoothie machine. Customers will pedal power the blender to make their own smoothies!
- The event will include a 5K Downtown Sundown Race to benefit our Blacksburg High School Track & Field Team

For more information on Event, see Website or contact Name at email or phone.
www.downtownblacksburg.com or Lauren Blakemore at events@downtownblacksburg.com or
 540-951-0454

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/viriniagreen or www.viriniagreentravel.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.

