



Virginia Green Attractions Profile:



Smithfield Music's Aiken & Friends Fest Smithfield, Virginia September 30 – October 1, 2011



2011 marks the sixth year this small-town rural festival has been introducing music fans and artists to each other. Set in historic downtown Smithfield along the Pagan River, the charm and beauty of one of Tidewater, Virginia's best kept secret is waiting for you. A grassroots, Americana/Roots music festival.

Green Statement: The goal of any great event is to reach out to the community and have a positive effect. That is the goal of the Aiken and Friend Fest and Smithfield Music. Environmental responsibility is a lesson worth teaching. Global thinking starts in everyone's backyard!



CORE ACTIVITIES for Green Attractions

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 and 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 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 soy-based inks, and print all documents double-sided

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 location of the main festival stage area is directly behind the Smithfield and Isle of Wight Visitors Center. The Visitors Center is a registered "Virginia Green" facility and is providing space to be used during the event. The recycling efforts of the Aiken and Friends Fest are being supported by the Visitors Center and Tourism Department.*

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 (www.polyportables.com/products.asp)
- Purchase recycled-content paper-towels and toilet paper

Logistics

- Provide for recycling of boxes and other set-up wastes
- Hand dryers in our supporting facility's restrooms reduce paper waste.

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 our website to the Virginia Green Events webpage
- Have a green event section on our event's 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

Other Sustainability Actions: Our goal is to partner with the "Isle Be Green" program operated by the Rural Economic Development Manager of Isle of Wight County whose goal is to establish credible measurement of the amount of plastic bag litter and number of bags recycled in the County. Also, we plan to involve the Smithfield High School Green Club. We expect both groups to be on site with displays to educate attendees and push community involvement.

For more information on Smithfield Music's Aiken and Friends Fest, see www.aikenandfriendsfest.com/index.html or contact John Payne at lostclub@verizon.net or 757-262-9431.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.

