



## Fact Sheet • Newcastle Earth Day • April 21, 2012

### ***Earth Day 2012 Event Details:***

- Fourth Annual event
- Offering booth locations for 50 non-profits and businesses
- Broad based marketing and internet campaign provided
- Held in partnership with the City of Newcastle & the Newcastle Chamber of Commerce

### ***Provided by Event:***

- Reserved booth locations
- Marketing & Advertising
- Informational Mini-Seminars
- Event tent for sponsors



### ***City Details and Status:***

- Founded 1994
- Population: 9,925 (2010)
- Median Income: \$115,727
- Median Age: 39 years



*\*for a copy of our 2009/2010 demographic report, contact City of Newcastle*

### • **Earth Day Vision: Think Globally, Act Locally**

1. Celebrate Earth Day while raising awareness for global environmental stewardship
2. Promote local businesses and non-profits offering “Green” products and services
3. Provide information on eco-friendly, sustainable, and healthy environmental practices

### • **Overview for the 2012 Event:**

1. Business and Non-profits host booths in Lake Boren Park, Newcastle’s Premier Park
2. Informative Mini-Seminars; 12,000 Rain Garden Campaign
3. Metal and Electronic Recycling
4. Large 40’x 60’ event tent; food vendors
5. Music by the Boeing Employees Concert Band, The Gifted Program rock band, and Hazen High School Jazz Band
6. Recycle Relay for kids by Waste Management
7. “Bert the Salmon,” guest celebrity. Kids love him!
8. Electric Cars from Seattle Electric Vehicle Association
9. Activities for kids and adults; food booths; event parking
10. Pacific Science Center “Science in the Environment” interactive display; Blackberry Munching Goats, and Geocaching!

### • **Recap of Successful 2011 Event:**

1. Participation of 50+ quality businesses and non-profits
2. Successful advertising strategies included a street banner across Coal Creek Parkway, press releases to local newspapers, radio stations, Seattle Times, and internet blogs
3. Thank you to our sponsors!

### • **Interested in sponsoring or participating?**

**Contact:** Grace Stiller, Earth Day Chairperson  
[gracestiller@comcast.net](mailto:gracestiller@comcast.net) 425.228.7927 or cell 206.795.5783  
 Angela Wingate, President, Newcastle Chamber of Commerce  
[angela.wingate@pse.com](mailto:angela.wingate@pse.com) 425.213.2315