



FACT SHEET

Event

When: April 17, 2010 8AM-1PM

Where: Estrella Mountain Community College (NWC Dysart & Thomas Rds.)

- Vendors will be outdoors in the “Image Zone” (grass area located in SEC of campus)
- Educational components will be both at the Ceremonial Plaza and in the Plaza Gallery

Partners: City of Avondale, Goodyear, Litchfield Park, Tolleson, Town of Buckeye, Southwest Valley and Buckeye Valley Chamber of Commerce and Estrella Mountain Community College.

Attendees

Projected Attendance: 2,500 Valley residents

Audience: Community members, children and businesses interested in learning more about the “green” movement.

Communication

Website: www.ecoavenues.com

WV Magazine: advertising and article space

Radio: Working on radio station coverage

Newspaper: In the works

Partners: Southwest Valley cities and chambers will include a link to the ECO Avenues website on their websites and in their newsletters

Viral: email blasts, Facebook, LinkedIn

Educational Institutions: We are working with the schools (middle, high school and community college) to ensure young people attend.

Vendors

Target Vendor: All vendors must have an environmental component to their business and/or have an environmentally preferable product, service or technology.

Vendors will be supplied: 10'x10' vendor space, one 8-ft long draped table, two chairs, and shade structure (installation provided by Event Committee)

Activities

Education

- Sessions: Four 1-hour educational sessions will be held indoors at the Plaza Gallery. Topics TBD.
- Shorts: 15-minute information overviews in the Ceremonial Plaza. Topics TBD.
- Vendor Demonstration/Presentation: Each vendor is invited to have a demonstration or presentation time at their booth that ECO Avenues will publicize on the event website and in the day-of program.

Kid Zone

TBD