



FACT SHEET

EVENT

When: Saturday, March 26, 2011 9AM-2PM

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

- All event activities will be located outdoors in the "Image Zone" (grass area located in SEC of campus)

Partners: Cities of Avondale, Goodyear, Litchfield Park, Tolleson, Town of Buckeye, Southwest Valley and Buckeye Valley Chambers 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

VENDORS

Requirements: 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)

COMMUNICATION

- Website:** www.ecoavenues.com
- Magazine:** West Valley Magazine will continue to highlight EcoAvenues leading to the event and after the event through advertising and article space
- Newspaper:** Business Journal, West Valley View and more to come
- Partners:** Southwest Valley cities and chambers will include a link to the EcoAvenues website on their websites and in their newsletters
- Viral:** Email blasts to 1,000s of Valley contacts, Facebook, LinkedIn, Meetup
- Schools:** We are working with Estella Mountain Community College as well as elementary, middle and high schools to engage young people.
- Print Materials:** 50,000 bookmarks will be strategically placed and handed out throughout the West Valley and at targeted events and over 100 posters will be distributed to display in the storefronts of local businesses.
- Billboards:** Advertisements will be on the Tolleson digital billboards located on I-10 and the Estrella Mountain Community College electronic display located on Dysart Road.

ACTIVITIES

- Entertainment:** Various entertainment activities will be available on the mainstage, including a performance by The Wiley Ones.
- Education:** Educational sessions will be held on the mainstage as well as indoors in the Plaza Gallery. Topics TBA!
- KidsZone:** Youth activities will be conducted in the event area, including but not limited to the “Bag Monster”, Eco crafts, Bounce House, Pedal-a-Watt bikes, Bike Rodeo and Eco Science Project Contests. More TBA!
- Food:** Food will be available for purchase from vendors at the event.

EcoAvenues is produced by:

