



## ***Paradise Chocolate Fest "Thinks Green" with Respect for the Environment***

To celebrate a sustainable event, the 2012 Paradise Chocolate Festival is dedicated to Zero Waste. While the delicious, decadence of chocolate remains front and center in the minds of Fest visitors, the collaboration between the Paradise Chocolate Fest and Northern Recycling & Waste Services demonstrates how responsible planning and actions can make a huge difference while enhancing the festivities.

With piles of packaging, sample products, and food waste, special events typically produce a lot of waste. At the 7th Annual Paradise Chocolate Fest, and all vendors, participants and visitors are encouraged to help us reduce, reuse, recycle and rot.

This pilot program was launched during the 2010 Fest, with tremendous success. We are proud to announce the achievement of the 2011 Chocolate Fest's commitment to our environment - • Material generated 660 lbs  
Material recycled or composted: 650 lbs • Material land-filled: 10 lbs • Diversion Rate: 98%

Northern Recycling & Waste Services is organizing the recycling and composting collection and education at the festival. Special resource recovery stations will be set up throughout the Fest and NRWS's staff and "Eco Team" volunteers will help educate the public on proper sorting of materials.

The stations will include blue recycling containers and gray composting containers. All recyclables will go together in the blue – including cardboard, clean paper, bottles, and cans. Through Northern Recycling's food waste composting program at the Chocolate Fest, all food waste, plant debris, soiled paper, and compostable products are to be placed in the gray cart. All food vendors will be using recyclable and/or compostable cups, plates, forks, and spoons made of either paper or a plastic. Styrofoam will not be available, and all food waste will be turned into organic compost at NRWS's Composting Facility. Cooperation with recycling and composting should keep this event at zero waste.

A special feature of this year's will be the "Green Scene Outdoor Classroom" which includes a wide variety of learning stations providing hands-on activities and educational opportunities to incorporate a "greener" eco-conscious lifestyle into your days.

Additionally, vendors will be encouraged to work together to teach sustainability by reducing the distribution of disposable items at each booth, encouraging material reuse, and keeping Terry Ashe Park free of litter. "Leave no trace – please clean up your site at the end of the event."

Paradise Chocolate Fest organizers further embrace the green community with sponsorships from like minded companies who recognize the benefit of alignment with the Fest whose commitment to the environment mirrors their own. These sponsors and participating vendors provide exciting opportunities for Fest attendees to discover ways they can make a difference through their daily choices and lifestyle consciousness.

The 7<sup>th</sup> Annual Paradise Chocolate Fest will be held Saturday, May 12, 2012 at Terry Ashe Park on the Skyway in Paradise. For further information on the Fest, contact Debbie LaPlant Moseley at 530/342-4896 or visit [www.chocolatefest.us](http://www.chocolatefest.us)

Please contact Jennifer Arbuckle, Recycling and Public Outreach Coordinator for Northern Recycling & Waste Services, at 530/ 876-3340 x 3345 or [Jennifer@northernrecycling.biz](mailto:Jennifer@northernrecycling.biz) with questions regarding the recycling program or for information on compostable products. With your help in recycling, composting, and reducing waste, the 2012 Paradise Chocolate Fest will be a successful, sustainable, and fun event.



***An Invitation to Join the Fun & Festivities  
as the Paradise Chocolate Fest "Thinks Green" with Respect for the Environment***

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**Recognition as a Presenting Sponsor of the Chocolate Fest "Green Scene" - \$3,000  
Evening of Chocolate & Wine 5/6/11**

- VIP Reserved Table & 8 Tickets to Evening of Wine & Chocolate.
- Recognized as a sponsor of the event.
- Sponsor may donate to the Evening of Wine & Chocolate, Silent Auction

**Paradise Chocolate Fest "Green Scene" 5/14/11**

- Recognized as a Presenting Sponsor of the Chocolate Fest "Green Scene" in all pre-Fest media releases and public service announcements.
- Sponsor's logo featured on sign at Chocolate Fest "Green Scene" site.
- Sponsor included on Chocolate Fest commemorative poster.
- Sponsor included on Chocolate Fest commemorative T-shirts.
- "Eco Team" of Volunteers will wear custom T-shirts throughout the Fest with Sponsor's logo.
- Sponsor recognized on "Sweetening Kids Lives Thru Chocolate" T-shirt.
- "Thank You!" recognition from entertainment stage during Fest.
- Half page advertisement in the official Chocolate Fest commemorative program. (2,500)
- Sponsor's logo on the Chocolate Fest website: [www.chocolatefest.us](http://www.chocolatefest.us).
- Link from Chocolate Fest website to Sponsor's corporate site.
- Sponsor included on Chocolate Fest Facebook, Twitter, Yelp, YouTube and other social network sites.
- 10'x10' featured space at the Fest "Green Scene!" for product or service sales &/or information distribution.
- 15 General Admission Tickets to the Paradise Chocolate Fest.

**"Green Scene" Supporting Sponsor - \$500**

- 10'x10' featured space at the Fest "Green Scene Outdoor Classroom" for product or service sales &/or information distribution.
- Sponsor recognized on "Eco Team" Volunteer T-shirts worn throughout the Fest. (40+)
- Thank You listing in the official Chocolate Fest commemorative program.
- Recognition on the Chocolate Fest website: [www.chocolatefest.us](http://www.chocolatefest.us).

**\*Vendor Space in the Chocolate Fest Green Scene - \$75.00**

***To support the Chocolate Fest's Green Scene, please contact Debbie LaPlant Moseley, 530/342-4896***