



Produced by Capitol Hill United Neighborhoods, Inc. (CHUN)

FOR IMMEDIATE RELEASE

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THE PEOPLE'S FAIR IS GOING GREEN!

Efforts to Expand on Greening Initiatives Developed by Denver Large Events in 2008

Denver, Colo. – April 9, 2009 – Capitol Hill United Neighborhoods, Inc. (CHUN) announces efforts to expand the **People's Fair Green Program**, which began in 2008. As the People's Fair celebrates its 38th year this year (June 6 & 7), we are striving to take steps in the effort of creating a more sustainable event. Last year, the People's Fair Greening initiative got underway with the inclusion of a Green Education Tent, the use of recycled paper for People's Fair printed material (including programs, posters and fliers), and the implementation of a back-of-house recycling program for our arts & crafts and food vendors. We utilized two dumpsters for recycle, and estimate we recycled approximately 10-15% of waste generated at the event.

This year, we have taken this initiative to the next level, forming a committee (People's Fair GREEN Team) to tackle the specific waste issues that surround the People's Fair. We have looked into many areas of the fair such as our vendors, entertainment (120 bands on six stages), the wine pavilion, the volunteer tent, and beer and soft drink sales locations to develop a plan addressing many of the waste issues these sectors create.

Components of the Green Program include:

- Education of our vendors, volunteers, and festival attendees;
- Recruitment of a People's Fair GREEN Team (volunteer support);
- Presence of the GREEN Team members throughout the fairgrounds to educate our attendees on what waste can be recycled, and what items are trash (volunteers will man posts at each Recycle Station to ensure that people are separating waste from recyclable items);
- Recognition for "Official People's Fair Green Vendors" for food vendors who meet required criteria (examples of criteria include - no Styrofoam, use of biodegradable dishware and bulk condiments);
- Outreach to non-profit organizations in the field of renewable energy, car share programs, solar companies, and more, for on-site participation during the event;
- Exploring a compost pilot program - for 2009 or 2010;
- Actively pursuing Corporate Sponsors to partner with the People's Fair and provide funding for the Green effort, with hopes to further expand this program in future years.

We hope this program will not only encourage our vendors and attendees to be Green at our event, but also provide them with the knowledge to do so in future endeavors. We recognize that education is an integral component of a successful Green program, and we are striving to educate our vendors and attendees on ways they can "Go Green."

To volunteer on the People's Fair GREEN Team, please contact Michal at 303-830-1651 or michaloleksy@chundenver.org. For sponsorship inquiries, please contact Andrea at 303-830-1651 or andreaurness@chundenver.org.

The 38th Annual CHUN Capitol Hill People's Fair is presented by Miller Lite and FOX 31 News. Associate Sponsors include *The Denver Post*, Pepsi-Cola Bottling Group, Comcast, and Entercom Denver stations 99.5 The Mountain, KOSI 101, Studio 1430 AM and Alice 105.9.

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