



**For Immediate Release:**

October 23, 2008

**Media Contact:**

Molly Killien

(970) 875-7009

[molly@steamboatchamber.com](mailto:molly@steamboatchamber.com)

**Chamber's Sustainable Program adds new component to Downtown Halloween Stroll**  
"Green Halloween" aims to make the holiday educational and resourceful

This Halloween, green is the color of slimy monster hands, green witch faces, green goblins and green fangs. Green is also the color of choice for Halloween as an effort to help the environment.

"Green Halloween" will spook the town on Friday, October 31<sup>st</sup> as part of the Downtown Halloween Stroll sponsored by the Sustainable Business Program in partnership with Mainstreet Steamboat Springs, local Routt County elementary schools and 10 enthusiastic local sustainable businesses.

"Our goal is to make Halloween a fun way to educate young children about reduce, reuse, recycle," says Lyn Halliday, President of Environmental Solutions Unltd, LLC, who oversees the Sustainable Business Program. "The businesses enrolled in the Sustainable Business Program want to use their collective voice for a sustainable cause. This is the first project that will kick off this concept in the valley."

"Green Halloween" will include two components. One will be a community outreach effort teaching local youth about the importance of recycling and sustainable practices. Specifically, program volunteers from the Sustainable Business Program will assist in speaking about the three "Rs" reduce, reuse and recycle. The second piece of the project will be distributing reusable tote bags for use at the Downtown Halloween Stroll for children to collect their Halloween treats.

The "Green Halloween" reusable totes will be distributed to Kindergarteners and first graders at local elementary schools including Whiteman Primary School, Christian Heritage School, Soda Creek Elementary, Strawberry Park Elementary, South Routt Elementary and Hayden Valley Elementary. Reusable totes will also be available on a first come basis at the Steamboat Springs Chamber Resort Association Visitor Center starting Wednesday, October 29<sup>th</sup>.

The totes were made possible by contributions from local Steamboat Springs businesses that are either certified or working toward certification in the Sustainable Business Program. The sponsors for the reusable totes are BAP Inc., Tall Tulips Flower Shop, Wall Designers, Smartwool, Black Tie Ski Rentals, Mainstreet Steamboat Springs, Landmark Consultants, Inc., Dovetail Designs, Habitat Construction, PostNet as well as the Sustainable Business Program. This project would not have been possible without their dedication and generosity.

The Sustainable Service Project is the first of its kind and is a collaborative effort between the dedicated community businesses and the Sustainable Business Program taskforce.

###

*Currently 47 businesses strong, the Sustainable Business Program is one of the most accredited, diverse and encompassing sustainable programs of its kind in Colorado. Established in March of 2007 as a collaborative effort between the Steamboat Springs Chamber Resort Association and Environmental Solution Unlimited, the Sustainable Business Program has been changing the nature of business in the Yampa Valley. The consideration and implementation of a sustainable service project aims to use the collective voice of this community to initiate local sustainability-oriented projects that can be implemented by participants in the Program.*

###