

live green expo

The *Live Green Expo* has turned over a new leaf!

This is our fourth year to bring the best of sustainable living to North Texans and it's time to celebrate with a new look, a new attitude and a new perspective on going green!

From green jobs to organically grown food, from renewable energy to dynamic children's activities...join us as we unveil our fresh, family-friendly new logo and marketing concept!

The *Live Green Expo* is bringing fun to all things green. It's good for your finances and good for future natural resources.

Saturday, April 17, 2010, join us and get YOUR green on!



April 17, 2010

Get Your Green On!



Thanks to the combined efforts of our sponsors, exhibitors, vendors and over 600 volunteers, the 2009 *Live Green Expo* saw record-breaking attendance as over 15,000 participants learned more about green lifestyle practices.

"We have seen a steady growth in attendance since the *Expo* debuted three years ago," said Ki-Afi Ra Moyo, *Live Green Expo* Event Manager. "We are 'growing' green with attendance in 2007 at 7,500, followed by 12,500 attendees in 2008 and our record-setting

15,000+ attendees in 2009. Our vista is the North Texas region, and our attendance levels clearly demonstrate the commitment of our regional citizenry to learning about and participating in green living!"

The April 17, 2010 *Live Green Expo* promises to be even bigger and better. Participants will continue to enjoy many of their favorite past features and come away with expanded green living knowledge and better informed purchasing power through many new *Expo* features.

“I Can’t Wait Until Next Year!”

Live Green in Plano Volunteer Carolina Teixeira found volunteering at the *Live Green Expo* was more play than work! Carolina staffed the Eco Shopping game booth, which allowed participants to try their hand at making environmentally-friendly choices using a scanner.

“My experience as a volunteer was great! I had such a good time informing people about



how to shop smarter and greener. I could tell many of them were stunned with their results. I was amazed that the kids often got the higher scores. Helping at the booth never felt like work. It was great fun. I can't wait until next year!”

If you'd like to join Carolina as an *Expo* volunteer, contact Volunteer Coordinator Deb Bliss now. Eco-experience isn't required - just a passion for a greener future!

volunteer@livegreenexpo.net

Spotlight on Bagala Beads

There are several sides to recycling, writes *Live Green Expo* volunteer Judy Reitz. One is the side we're all hopefully participating in, identifying recyclables and disposing of them properly. Another is producing products from recycled materials. *Bagala Beads* is the perfect marriage between disposal and production...and much more.

Founded by Brett and Shauna Fuller, *Bagala Beads* is more than just a way to give back to the environment. Indeed, the environmental aspect of the business is more of a bi-product. The beads are made by the women of Jinja, Uganda, with the company's main thrust to serve as a humanitarian effort to help

Ugandan mothers make a living and provide for their families.

The beautiful beads are crafted with recycled magazines, posters and paper, combining in unique colorful patterns ensuring no two beads are the same - an amazing combination of resourcefulness and artistry. By purchasing these products, the Fullers have created employment for the women of Jinja and a means for using their recycled materials. A portion of the profits are also given to Uganda for the basic and educational needs of AIDS orphans.

Bagala Beads was a valued vendor at the 2009 *Live Green Expo*. “The show is

so big - many people stopped by,” Shauna Fuller said about the *Expo*. “It was a very good show for us.” *Bagala* currently has plans to be back for 2010. To learn more about this unique company, visit their Web site at www.bagalabeads.com



Proforma Targets Eco-Marketing

April 17, 2010

Live Green Expo volunteer Judy Reitz found a product that made an imprint on her while exhibitor John Simonetta found the Expo made an imprint on his market recognition. Judy writes:

"I recently received a pen from a store that was promoting a particular product. It immediately became my pen of choice because of its uniqueness. While I was preparing to write this article, which is about a business that helps companies with eco-friendly alternatives for promotional items and apparel, I noticed that one of the products offered was my new favorite pen. I learned from their Web site that it's made of recycled paper!"

The company that offers this product is *Proforma Simonetta Freelance*, which has a goal of educating the public about the many print and promotional item solutions available for businesses and organizations wishing to go green. *Proforma Simonetta Freelance* wants to show businesses that they do have eco-friendly options, from clothing to printing to promotional items, to meet any business need.



You had a chance at the last two *Live Green Expos* to visit their booth and you will get another in the upcoming 2010 *Live Green Expo*! Owner John Simonetta said about the *Expo*, "This is the big one for us each year - really a great event. People remember us from the Plano show."

You don't have to wait for the 2010 *Expo* to learn more about how *Proforma Simonetta Freelance* can help your company make better choices. Visit their Web site at www.proformagreen.com.

"I only went to the 2009 *Live Green Expo* to see Ed Begley, Jr. and 2008 Iron Chef Kent Rathbun!," said Plano resident Deborah Stone. "Not paying an admission or parking fee was a huge attraction as well."

While seeing Begley and Rathbun was a highlight, Ms. Stone discovered a lot more. "Something entertaining was always going on! I learned simple things I can do that don't cost big bucks or a lot of time, but will make a difference for my pocketbook and the environment. I even got to drive a 'smart car,' which I never thought I'd do! I will definitely be returning for the 2010 *Expo*!"



Rathbun and Begley

Richardson, Texas found the Live Green Expo the perfect venue to spread its environmental message to the masses. Writes Michelle Mann, Special Projects Coordinator for the Richardson Public Services Department:



"The City of Richardson was an event partner at the *Live Green Expo* in 2009.

We were very pleased with the fantastic public turnout and the high quality of activities and guest speakers at the event. The *Expo* was a wonderful venue to educate and share our City's environmental programs with the rest of North Texas residents. We are looking forward to being an event partner at the *Live Green Expo* in

2010!"

Early Bird Registration for Exhibitors and Sponsors Ends February 1, 2010 - Register Today!



Exhibitor Registration

2010 will surpass our 2009 record attendance of 15,000 attendees! Come grow with us! Registration is open for the April 17, 2010 *Live Green Expo*, but space is filling up fast. Once registered, approved and payment is received, exhibitors are placed on a "priority list" to select booth space. In addition to the heavy traffic the *Expo* affords, exhibitors are featured in the *Expo* program handed out to all attendees. Register now!

Sponsor A Greener Earth!

Your company has a prime opportunity to reach over 15,000 consumers, all in one day, and leave an impression to last throughout the year. The *Expo's* program is distributed to each attendee and serves as a resource guide to green living in North Texas. Additional exposure thru the *Expo's* Web site, marketing materials and media partners creates a tremendous value for sponsors. The *Live Green Expo* allows you to make immediate sales and expand your current customer base, and most importantly, helps us to inform and educate North Texans about the environmental impact of our consumer choices. Become a part of the state's largest environmental festival - a multitude of sponsorship opportunities are available. Become a sponsor!



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Some of our great volunteers!



Presented by:

