



*Coast to coast, every little ghost  
is doing her most  
to keep our planet  
BOO-TI-FUL  
- Zoe, age 7*

Dear AZA member,

All over America Halloween is getting a healthy, eek-o-friendly makeover.

That's right. *Halloween.*

Begun in 2007 by a Seattle mom, Green Halloween® is a non-profit, grassroots initiative to encourage communities to celebrate healthier and more sustainable holidays, starting with Halloween. Three years later, in partnership with the AZA, Green Halloween product partners provided nearly *one million units of healthier and more sustainable treats and treasures to almost 50 zoo and aquarium events* nation-wide.

Green Halloween® has a simple goal: to keep the fun and happy memories while creating traditions children *and* parents can feel great about, now and in the future.

This year, we invite you to join zoos and aquariums across the country to make Halloween healthier for our children and planet by taking part in the Green Halloween initiative via your existing fall event/s.

It's **free**, it's **easy** and it's a **perfect fit** for your organization's environmental mission.

*Which AZA members have partnered with Green Halloween?* Almost 50. [Here's the list.](#)

*What did they say about their experiences?* Just check out the quotes! Read below or click [here](#) for more.

“Thanks again for all of your help and opportunities you helped with for this year’s ZooBoo event. It was a great event and helped us promote our mission in a unique and fun way!” – **Lori Cummings, Development Manager, Virginia Zoo**

"Green Halloween was a great partner for the Halloween events at the Phoenix Zoo. They provided healthy alternatives for our trick-or-treat trail and eco-friendly ideas for our

guests to implement in their own holiday celebrations at home." - **Jeremy Barlow, Special Events Planner, Phoenix Zoo**

"Green Halloween works diligently to assist us with the acquisition of healthy and natural treats for guests of our events. Their contributions and efforts enabled us to save time and money, and provide treats we might not have been able to offer otherwise. They also added an onsite presence beneficial to our visitors, who seemed to respond very positively to their message." – **Katie Love, Marketing Coordinator, Woodland Park Zoo (Seattle)**

More quotes can be found [here](#).

*How can Green Halloween support your event?*

- [Donation of healthy, eco-friendly, and animal-friendly \(e.g. palm-free\) alternatives](#) to conventional Halloween candy from partners such as Honest Kids, Larabar, Stretch Island Fruit, Glee Gum, Surf Sweets and more. Quantities are limited (and may also be limited by location) and based on your zoo's needs. (If you have booths hosted by area businesses that usually provide your event's goodies, we can provide you with resources to begin the conversation with them to consider healthier and more sustainable options).
- In cities where Green Halloween has a volunteer coordinator, we can provide a Green Halloween presence at your event/s. Coordinators may do an eco-craft (i.e. making animal masks from upcycled materials), hand out Green Halloween tip sheets, or host a display board with ideas for "green" treats and treasures for Halloween.
- Promotion of your event on Green Halloween's high-traffic website ([www.GreenHalloween.org](http://www.GreenHalloween.org)).
- Promotion of your event in local Green Halloween [media opportunities](#) (print, web, radio, etc.)
- Supplying your zoo with [ready-to-go content](#) for your own website, print materials, etc. Tips include resources and easy, affordable ways families can celebrate healthfully and more sustainably during the fall season.
- Offering [our ideas and expertise](#) on how to host a low-impact event (e.g. trimming waste, requiring reusable treat bags, etc.)
- Other opportunities for creating collaborations for the fall season as well as for additional events such as Earth Day.

*What is the cost to your zoo?* Becoming a participating Green Halloween event doesn't cost a dime! In fact, **Green Halloween can save your organizations hundreds to thousands of dollars.** We do ask, however, that you consider helping us to educate and inspire your visitors to go green on Halloween by:

- Featuring our logo and or tips with URL/link on your website, event print materials, advertisements, handouts, press releases, etc.

- Providing a booth or other space for Green Halloween volunteer coordinators (if we have one or more in your area).

*Will joining in the efforts benefit my zoo?* In addition to the fact that partnering with Green Halloween is a natural fit for organizations such as yours that are based on ecological education and awareness, studies show that consumer interest in health and green products is growing, despite the current economy. Furthermore, companies with sustainable practices are reaping the benefits of higher sales and customer loyalty. Parents also are looking for ways to bridge health- and eco-consciousness without having to abandon the enjoyment factor for their kids. What better way to highlight your organization's dedication to supporting a healthy community and world than through a fun and high-profile initiative such as Green Halloween?

Thank you so much for your interest in becoming a Green Halloween® partner event. We look forward to collaborating with you.

Best wishes,

*Corey*

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Green Halloween® is a non-profit, community initiative to create healthier and more Earth-friendly holidays, starting with Halloween. Begun in 2007, Green Halloween was met with immediate and overwhelming support and enthusiasm from parents, teachers, businesses and organizations (in addition to the media) from coast-to-coast. Green Halloween® is a program of EcoMom Alliance (a 501 (c) 3), in partnership with The Green Year, LLC. It is directed by Corey Colwell-Lipson, co-author of the book [\*Celebrate Green!\*](#) and co-founder of The Green Year, LLC.

For more, visit:

[www.GreenHalloween.org](http://www.GreenHalloween.org)