

2017 & 2018 Earth Day Extravaganza Hosted by the Town of Halifax

Mix & Ripple is fortunate to have planned, promoted and produced the 2017 & 2018 Earth Day Extravaganza for the Town of Halifax. Both events drew upwards of 250 people to the Town of Halifax Farmers Market, a well-known event location and gathering place in the town.

Scope of services included:

- Evaluation of past Earth Day events to determine best course of action
- Providing bi-weekly updates to the Town Manager and Mayor regarding the planning and promotion of the event
- Securing event sponsorships, to include carrying out sponsor promotions based on their level of support
- Providing promotions including social media promotion, newspaper (both news releases/feature stories and advertising), promotion done through the public school system and regional private schools, local/regional businesses, radio and television – all depending on funds available within the budget
- Maintaining the website associated with the Earth Day event – www.halifax-events.com
- Securing and managing all event associated details, including vendors, activities, food, music, etc.
- Maintain a detailed list of event expenses and keeping within the event budget
- Provide ROI prior to (where applicable) and after the event, i.e. sponsorships, attendance, online interaction, etc.

Articles written for the 2017 event included: (click to see articles)

- [Halifax Earth Day to celebrate caring for the planet](#)
- [Earth Day celebration makes mark just before Mother Nature arrives](#)

Articles written for the 2018 event included: (click to see articles)

- [In Halifax, an ideal day to celebrate the Earth](#)
- [Mother Nature cooperates with a perfect day to celebrate planet](#)



2017 HALIFAX EARTH DAY EXTRAVAGANZA

APRIL 22, 2017 10AM TO 2PM
TOWN OF HALIFAX FARMERS MARKET

FUN THINGS TO DO!

RAIN BARREL PROJECT * MAKE A DIRT BABY
VISIT THE QUESTION FISH BOWL * BOOK EXCHANGE
MAKE AN ALL NATURAL BIRD FEEDER
VISIT THE TUB OF BUGS
GET PICS AT THE LOVE SIGN
GRAB SOMETHING TO EAT & DRINK - FOOD VENDORS WILL BE THERE!
AND PLEASE VISIT ALL THE VENDORS AT THE FARMERS MARKET!

THANKS TO OUR SUPPORTERS!

TOWN OF HALIFAX
SOUTHSIDE MASTER GARDENERS ASSOCIATION
VIRGINIA COOPERATIVE EXTENSION
HALIFAX SOIL & WATER CONSERVATION DISTRICT
DOMINION - CLOVER POWER STATION
SENTARA HALIFAX REGIONAL HOSPITAL
HUBER ENGINEERED WOODS
MECKLENBURG ELECTRIC COOPERATIVE
STAUNTON RIVER STATE PARK
DAN RIVER BASIN ASSOCIATION
HALIFAX COUNTY FARM BUREAU
GIRL SCOUTS OF HALIFAX COUNTY



2018 HALIFAX EARTH DAY EXTRAVAGANZA



SATURDAY, APRIL 21
10AM TO 2PM

**AT THE HALIFAX'S
FARMER'S MARKET
AND IN
DOWNTOWN HALIFAX**

**FUN
FOR THE
WHOLE
FAMILY!**

Rain Barrel Project
Books, crafts, & activities for children
Petting Zoo * Animal and nature activities

Music by DJ Slim and LIVE Musicians at Town Hall
Food Vendors * Farmer's Market Vendors
And Much More!

Online: www.halifax-events.com
On Facebook @Halifaxearthday



CELEBRATE EARTH DAY: GET OUTSIDE, GET MOVING!

5K Fun Run & Walk

Begins at 9 a.m. FREE and Open to the Public

hosted by the Virginia Family Nutrition Program.

Register at the Virginia Cooperative Extension Office or online at www.halifax-events.com

THANKS TO OUR FINANCIAL SUPPORTERS!



Molasses Grill * Sentara
Huber Engineered Woods * Staunton River State Park
Bridgeview Express Tire & Auto