

Green Halloween® Fact Sheet

- Green Halloween is a community initiative focused on creating child and Earth friendly holiday traditions, beginning with Halloween.
- Green Halloween was established in the summer of 2007
- Green Halloween worked locally in the Seattle area in 2007 and in 2008 expanded to additional cities across the U.S.
- In 2011, more than 70 cities in the U.S. will host “official” Green Halloween-partner events.
- 2011 Top-level national level sponsors include Honest Tea, Goodwin Heart Pine, Larabar, Stretch Island Fruit Co., Nature’s Path, Endangered Species Chocolate, *KIWI* magazine and Practically Green.
- For a complete list of 2011 national sponsors, please see the sponsor’s page on the Green Halloween website.
- The Green Halloween “hub” is Seattle. Additional (official) Green Halloween cities include San Francisco, Los Angeles, Boulder, Chicago, New York City and more.
- In 2011, Green Halloween and the Association of Zoos and Aquariums are partnering in approximately 50 zoo and aquarium Halloween events. At these events, in 2011, more than **1 million** units of healthy and eco-friendly treats and treasures will replace conventional candy.
- Green Halloween takes part in existing events in cities (such as Boo at the Zoo) and hosts its own events. See the events page on the website for details.
- In cities where there is no Green Halloween coordinator, families, schools, neighborhoods and businesses can create a healthy and Earth-friendly Halloween with the help of Green Halloween’s “action kit” downloadable from the website.
- Information about Green Halloween as well as contact names and numbers and what individuals can do on their own to support Green Halloween in their communities is available on the website, www.GreenHalloween.org
- The Green Halloween name and logo are registered with the U.S. Patent and Trademark office. *Hallogreen*, *Think outside the candy box*, *The Green Year* and *Celebrate Green* are also registered.
- National Costume Swap Day™, a partnership of Green Halloween, Swap.com and Kiwi magazine, launched in 2010, and was met with enthusiasm and over 70 registered swaps across the U.S. and in Canada, as well as a 1 minute, 38 second spot on Good Morning America.
- Green Halloween® co-branded products (with a percentage of profits supporting the Green Halloween initiative), include the Green Halloween limited edition ChicoBag®, Green Halloween and Terrafirma Cosmetics all-natural face paints and more.