

2017 WFA ACHIEVEMENT AWARDS PROGRAM

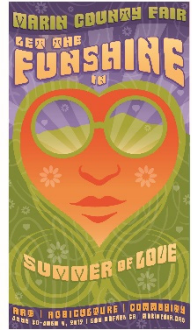
Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: Marin County Fair (Wellness Program)

CLASS: 2

DIVISION: 16



a) What was the goal?

- ◆ The Marin County Fair combines the red, white and blue of America's history with the **green** of American's future in sustainability by integrating environmental stewardship at the Fair.
- ◆ FloWater's mission is to inspire the world with the most premium water on the planet. Using the newest technology in water Refill Stations, they produce water that tastes and hydrates better than anything in a single-use bottle, delivered into your reusable bottle. They are driven by passion and purpose, committed to sustainability, and relentless in providing people everywhere with the highest quality water available.
- ◆ Their mission is in perfect harmony with the green and sustainable focus of the Marin County Fair.

b) How did you achieve the goal?

- ◆ FloWater installed ten water stations throughout the fairgrounds to encourage fairgoers to bring their own refillable water bottles to hydrate throughout the day.
- ◆ The Fair was changing the way fairgoers drink water, while eliminating plastic water bottle waste from the fairgrounds and the earth. The Refill Stations were located adjacent to the Giant Ferris Wheel, on the Island in the concert pavilion, and outside the Exhibit Hall building.

c) What were the results?

- ◆ The results were fantastic! The Marin County Fair saved **33,966 bottles** from going into the landfill!!! Our fairgoers took great advantage of the Refill Stations and appreciate and support our efforts with this initiative.
- ◆ There was 407,592 oz. / 3,184.31 gallons of water used from the source vs filling up plastic bottles.
- ◆ It takes 3x the volume of water to make a plastic water bottle than it does to fill it. The Marin County Fair saved 1,222,776 oz. / 9,553 gallons of water from being used solely for the manufacture of 33,966 plastic bottles.
- ◆ It takes four oz. of oil to make one plastic water bottle (pumping, processing, transportation and refrigeration). Marin County Fair saved 135,864 oz. of oil, the equivalent of 25 barrels of oil.





PDF Entry Information

Exhibitor Name: Elisa Seppa

WEN: 890572

Division: Section 2 - Innovation & Management

Class: 16 New Wellness Program

Title: Marin County Fair

Description:

Notes:

