



Greening Midleton Food Festival 2011

Next Saturday on September 10th, Claire Kelly & Dr Mary Stack [Local Authority Waste Prevention Network] will once again challenge stallholders and visitors attending the Midleton Food & Drink Festival to eliminate street litter and operate this fun day event in a sustainable way.



'Going Green banners' will fly at entrance routes to the main street

Dr Mary Stack reports "We are receiving an excellent response from both the public and participating food stall holders in our second year on 'the streets' of Midleton Town responding to this waste prevention initiative". Supported by Cork County Council, the Environmental Protection Agency and South & East Cork Enterprise Board, Midleton was the first town in 2010 to implement a Green Festivals theme. Many other towns throughout Ireland are now following this example and implementing similar sustainability guide rules.

Next Saturday from an early start of 7 am, volunteers from Cobh Youth Services, will man recycling bins and advised the public on how to dispose of their waste in a correct manner. Ms. Clare Kelly waste prevention office LAPN is meeting traders advising them on their waste prevention responsibilities and the judging criteria for their Green Flag award.

Larger PR banners will line the entrance to the main street, Church Lane and at all five waste stations. The messages on the banners were simple but effective. 'Going Green', what is in your bin? How many aluminium cans make 1 bicycle etc.

Midleton Town Foreman, Billy Buckley who works very year with the festival organisers is of tremendous help to the initiative and knows that a very significant improvement in cleanliness of Midleton's streets is evident.

Puppeteers will entertain the children with two daily 'environmental themed' shows to be undertaken.

We hope that the electric car operated by the ESB will arrive as planned and draw a large crowd and investigate what is under the bonnet.



Getting the 3 RRR's message out

A warm welcome to **Mallow' Master Composters** who will have a stall on the day .Lead by Margaret Desmond of RAPID and Donal O' Leary of WasteDown the town will have additional visitors ' slippery ones [worms]. Don't forget to visit their stall and watch the worms in action.



Radio adverts to encourage people to take sustainable travel routes to the festival will be broadcast on local stations.



'Green' festival and make sure you throw away as little as possible. Make sure that you recycle any 'recyclable materials' by using the right bins provided.



- Car pool or take the new Midleton train service.
- Walk or cycle if you're a local.
- If you see the Green Member Flag at a stall your buying an item or service from please express a positive courtesy on their efforts to operate their business in a sustainable way

Ready for Action

