

2010

Eco Friendly Party Media Kit



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Eco Friendly Party
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What we Eco Friendly Do.....

Launched in 2010 **Eco Friendly** Party is the only online party planning source specially designed to provide people with eco friendly products and services to plan parties from beginning to end, diminishing their environmental impact in a simple, fun and educational way.

Eco Friendly party gives you the best eco-tips, eco-friendly ideas, electronic invitations, and different ways to reduce you CO2 as creating a wish list, by donating and supporting your favorite cause or asking for cash gifts.

At the same time it will connect you with all green providers and eco friendly suppliers you need to plan the perfect Eco Party.

You can find Organic Food and bakery Providers all around the country; you can find the most eco friendly gifts and eco friendly supplies and also use Eco Friendly's party guide for recycling and prevent trash going to a landfill.

Who is our Eco Friendly Audience.....

It is reported that 96.5 million people in the USA have a green and healthy life style. They are consumers for whom sustainability is tangible, real and personal. They make connections between the earth, their community and their own behavior. Beyond being an aspiration ideal, sustainability has become an integral part of their lifestyle.

Our web would be used widely by "Green women" around USA

Who is a "Green Woman".....

"Green women" are women for whom being eco-responsible as well as being conscious about how their actions are part of the "way of life". They have a "desire for a healthier planet," They are:

- starting a family,
- consolidating a family,
- getting married,
- married,
- pregnant,
- Married with kids

Age: 30 – 50

HHI: \$75k+
\$100k+

Education: they are educated woman with College and Post grad. Education

Another segment of our audience is the millions of people that being touched by illness and has to change to a healthier life style where new concepts as organic, free of chemicals and pesticides, free of hormones and others become more familiar.

- Diabetics: 23.6 million children and adults in the United States—7.8% of the population—have diabetes. Another 57 million people has Pre-diabetes and, 1.6 million new cases of diabetes are diagnosed in people aged 20 years and older each year.
- Autistic kids: 1 in 160 is born in the US.
- Gluten allergy: 1 in 133 and other food allergies.

Why we do it....

We do it because we believe:

- That it is time to respond to the increase of costumers considering the desire for a healthier community and locally grown products.
- That it is possible to party in harmony with the environment.
- In people doing better if they have better choices.
- If we add an eco friendly touch, we can help to change the world one party at the time.
- In one's impact.

And because....

- We are **green** people!

How we Eco do it.....

Providing people the right tools and, the best services to plan eco friendly parties.

Our features include.

- Electronic invitations for your celebration
- Contact with the best Organic food providers in your area
- Import of email addresses to manage guest list
- RSVP
- Electronic reminders
- Different ways to eliminate your party waste

- Donation to environmental causes you believe in
- Cash Gifts
- Wish list
- An Eco friendly Shopping section where you can find party supplies that are made in harmony with the environment and gifts from recycled, biodegradable, organic, eco-friendly, forest friendly, or reusable items for any celebration.
- the most friendly after party features where you can share your party pictures
- Low carbon foot prints thank you cards

Our **Environmental** Impact !!!

Direct impact:

Every ton of paper we save by sending electronic invitations:

Trees:	save 17 trees
Water:	9.000 gallons of water
Energy:	4.100 kWh is enough to provide energy for six months for an average family
Pollution:	60 pounds of pollution
Landfill space:	3.3 cubic yards of landfills

Indirect impact:

Every time people buy from our partners:

- Improve local economy
- Support environmental companies and organizations
- Diminish Pollution
- Save cubic yards of landfills

WHO WE ARE

We are "**Green people**"

Media Contact

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