



THE VEGGIE VAN
ORGANIZATION



the
rainmaker
network

The Big Green Day Out:

Bringing the FUEL Film Tour to your university

For additional information, please contact:


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What organizations are involved with The Big Green Day Out?

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The Veggie Van Organization is a nonprofit 501(c)(3) organization that endeavors to educate people about sustainable energy and provide pathways for integrating sustainable energy in their community. With this tour they seek to empower students to take action - first to green their school and then to green their homes and communities. Learn more about them at <http://www.veggievan.org>.
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The Rainmaker Network is a student carer development service dedicated to connecting university talent with visionary employers for volunteer work, internships, and employment opportunities in a sustainable manner. Learn more about them at <http://www.rainmakernetwork.org>.
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Your university student government demonstrates a commitment to educating others through worthwhile entertainment and programming. By bringing the FUEL College Tour on campus, your students will be on the front wave an exciting trend that will unfold within the years ahead.





What is **The Big Green Day Out**?

- ✿ The Big Green Day Out is an entertaining and educational symposium and day of eco-celebration focused on raising awareness and inspiring change.
- ✿ This is a university/community event that connects your university resources (faculty, staff, student organizations, and students) with the leaders in the green movement that span across different fields (retail, entertainment, restaurant, career development, academics).
- ✿ It includes an educational presentation, a symposium, a movie, and much more...



What does our university community get from **The Big Green Day Out?**

- ✿ With an edutainment (educational + entertainment) event, you can help make this information accessible to your school.
- ✿ Through our educational discussions, displays and symposium, your fellow students can establish an educated presence in the new green economy, regardless of their area of study.
- ✿ Our edutainment event is completely informational and non-political: Your students can learn about sustainability from unbiased sources and leaders in the green industry
- ✿ You can inspire and lead your university administration to make a commitment to sustainability.



What does **The Big Green Day Out** look like?

✿ There are 6 key elements that make up **The Big Green Day Out:**

- ✿ The Veggie Van
- ✿ The FUEL Film
- ✿ Activities
- ✿ Displays
- ✿ Talk/Symposium
- ✿ Live Music Performance





Key Elements of The Big Green Day Out

The Veggie Van:

In 1997, a young college graduate from Louisiana named Josh Tickell set out on a cross-country road trip in a diesel Winnebago fueled by used frying oil from America's fast food restaurants. His goal: to spread the word about an incredible alternative fuel made from vegetable oil called "biodiesel."

The FUEL Film:

"Fuel" is a vital, superbly assembled documentary that presents an insightful overview of America's troubled relationship with oil and how alternative and sustainable energies can reduce our country's -- and the world's -- addictive dependence on fossil fuels.





Key Elements of The Big Green Day Out


Symposium:

Students, PIRGs, Student Org Leaders, Greeks gone green, Faculty and Administration

 **Panel Discussion:** Veggie Van Director Josh Tickell, Veggie Van Board Members, Local Academic Scholars, Faculty members, Industry leaders

Musical Performances:

Local talent (showcase an up and coming band on campus)

 **Activities:** Community clean up, Digital Scavenger hunt, Volleyball tournament


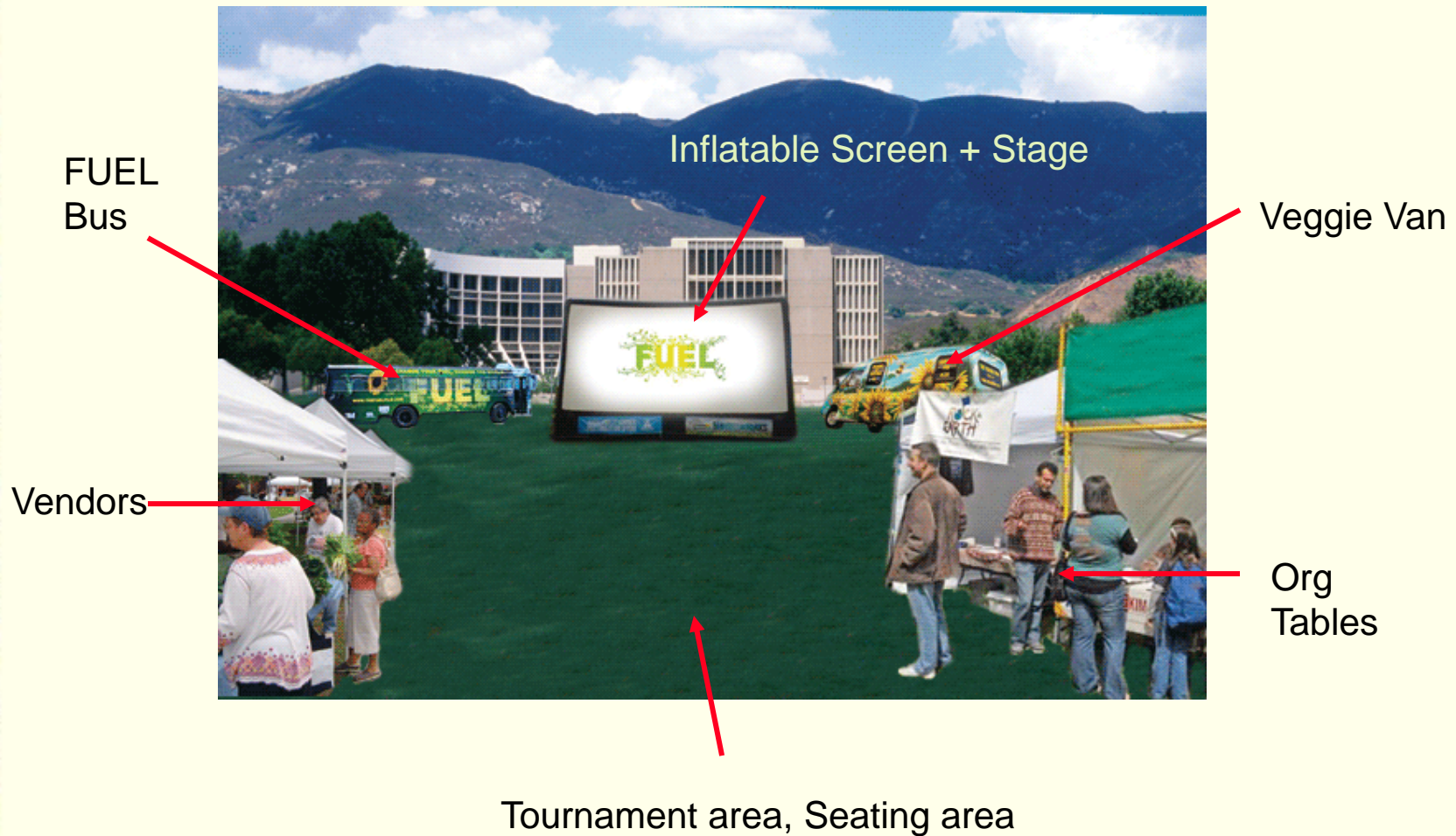
 **Displays:** Local vendors, Farmers Market style, Eco-boutiques, FUEL Bus and Veggie Van educational presentations

Diagram of The Big Green Day Out

- 🌱 The event is ideally held outdoors in an open air environment





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Video elements

 Film preview





Contact Information for The Big Green Day Out

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