

BLUMHARDT, (970) 224-7743 E-MAIL: LIFENEWS@COLORADOAN.COM

Green movement gets new Hope

BY MIDGE TOOMEY
For the Coloradoan

In keeping with their holistic approach to overall wellness, Hope Lives! The Lydia Dody Breast Cancer Foundation will be hosting its ninth annual Benefit Gala on Oct. 17 at the Hilton Fort Collins, and this year they are "going green."

"By implementing eco-friendly and socially responsible components to all aspects of this year's event," Marsha Petrovic, executive director of the organization said, "Hope Lives! inaugural green gala will hopefully help set the standard for events in Northern Colorado and

demonstrate that green can still be elegant."

According to the U. S. Environmental Protection Agency, the meeting and event industry represents the second most wasteful industry in the United States. The agency said making an event or meeting green is cost effective for an organization and builds a reputation as an environmentally conscious organization.

From the initial planning stages of the project, with development of a strategic marketing plan that reduces paper consumption through

See HOPE/Page B5

Hope Lives!

- > **When:** Oct. 17
- > **Where:** Hilton Fort Collins, 425 W. Prospect Road
- > **Events:** Gourmet dinner, survivor fashion show, Champions of Hope awards, auctions and live entertainment.
- > **Tickets:** \$150 per person and \$1,600 for corporate tables of 10.
- > **Information:** (970) 225-6200 or visit www.hopelives.org.



Courtesy of Midge Toomey

Hilton Fort Collins executive chef Patrick St. Clair will prepare an eco-friendly meal, including many local ingredients, for the upcoming Hope Lives! event Oct. 17.

Hope

Continued from Page B3

the conclusion of the evening that includes conscientious composting with John "The Worm Guy" Anderson, Hope Lives! measured and evaluated every sustainable detail.

Everyone involved in the planning process aspired to zero waste by utilizing elec-

tronic invitations to recruit volunteers and an online registration system with availability of an instant R.S.V.P. process.

A menu carefully selected with Patrick St. Clair, the Hilton's executive chef, features local, seasonal and organic foods from suppliers such as Anderson Beef, Full Circle, Grant Family Farms, Hazel Dell Mushrooms, MouCo Cheese Company, Olive Street Bakery,

Robinsons Dairy, Red Bird Farms and White Mountain Farm.

Volunteers for the event embraced the philosophy of reduce, reuse, recycle with most decorations from previous years' events being dusted off, polished and reinvented for a fresh and distinctive look. All other accoutrements that have been purchased for the event will be recyclable or reusable for future events.

Proceeds from the event support the organization's Complementary Care Program. Working with local providers, Hope Lives! offers integrative oncology services to anyone diagnosed with breast cancer in Northern Colorado.

Midge Toomey, MS, LEED AP for My New Wings, helped create the green plan for this event. She can be reached at midgetoomey@mynewwings.com or (970) 689-0171.