



MEDIA + PROMOTION KIT

Maximizing EcoChallenge
Engagement and Impact

2016.ECOCHALLENGE.ORG



ECOCHALLENGE

SMALL ACTIONS ADD UP TO REAL CHANGE!

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SOCIAL MEDIA SAMPLE POSTS



HASHTAGS
#EcoChallenge
#NWEI



facebook.com/NorthwestEarthInstitute

We're partnering with the Northwest Earth Institute to prove that small actions add up to real change with the #EcoChallenge. Join us at 2016.ecochallenge.org, and invite your community or workplace too!

Registration is underway for the 2016 #EcoChallenge! Create or join a team and invite others to take the challenge with you. www.vimeo.com/46440345

Many people taking action adds up to real change with the #EcoChallenge. Join us - register at 2016.ecochallenge.org

#EcoChallenge 2016 is coming up! Create a team for your business or workplace and invite your coworkers to take the challenge! 2016.ecochallenge.org

The NW Earth Institute #EcoChallenge is a great way to get your family thinking and talking about sustainability! Here's an Eco-Challenge story to inspire you to participate with your loved ones: vimeo.com/47667658

The NW Earth Institute #EcoChallenge is just around the corner. What will your EcoChallenge be? 2016.ecochallenge.org

Small actions add up to big impact! For two weeks, October 14-28, the NW Earth Institute challenges you to change one habit for Earth. vimeo.com/48618561

twitter.com/nwearth

#EcoChallenge 2016 is coming up! Create a team and invite your friends and coworkers to take the challenge! 2016.ecochallenge.org

We're partnering with the NW Earth Institute to prove that small actions add up to real change. Join us at 2016.ecochallenge.org

#EcoChallenge gives you the tools and inspiration to reduce your impact & have fun in the process! 2016.ecochallenge.org

Small actions add up to big impact! For two weeks, we challenge you to change one habit for Earth. vimeo.com/48618561

NW Earth Institute's #EcoChallenge is around the corner! What will your challenge be? 2016.ecochallenge.org

#EcoChallenge is a chance to make a difference for you, your community & the planet. Join us! 2016.ecochallenge.org

2016 #EcoChallenge: OCTOBER 14-28
Join us to prove that small actions add up to real change! 2016.ecochallenge.org

Is your family thinking about #sustainability? Here's an #EcoChallenge success story to inspire you: vimeo.com/47667658

Proud to be a sponsor of the 2016 #EcoChallenge! Join us to prove that small actions add up to real change: 2016.ecochallenge.org.

LOGOS + IMAGES

These images are available for download, intended for sharing on your social media sites, emails, and newsletters. Click on this link

http://www.ecochallenge.org/about_the_challenge/resources/images/ or the images below to be directed to our website for download.



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EMAIL + NEWSLETTER POSTS

These blurbs can be used to publicize EcoChallenge in your newsletter, emails, or anywhere else you can spread the word. Contact kerry@nwei.org if you need a different format or would like us to write an article for your blog or publication.

We believe the solution to the planet's biggest challenges lies in the power of collective action. The EcoChallenge engages participants from communities far and wide in taking on a sustainable-living challenge every October. Join thousands of other participants as we prove that small actions add up to real change this October 14-28. Visit 2016.ecochallenge.org to get started!

The NW Earth Institute invites you to change your life for good by participating in the EcoChallenge. For two weeks this October, challenge yourself to change one habit that benefits both you and the planet. It's a win-win designed to inspire a lifetime of positive change. For more information and to sign up, visit 2016.ecochallenge.org.

Join us as we collectively prove that many people taking action adds up to real change during the 2016 EcoChallenge! The EcoChallenge runs from October 14-28, and during the two weeks you'll connect with other EcoChallengers, earn points for accomplishing your challenge, and watch our impact add up. Visit 2016.ecochallenge.org to get started.

Boost your triple bottom line this October with the 2016 EcoChallenge. From October 14-28, NW Earth Institute challenges you and your colleagues to change one habit that benefits both you and the planet. It's a win-win designed to inspire a lifetime of positive change. Find out more and sign up today at 2016.ecochallenge.org!

We're taking on the #EcoChallenge this October, and invite you to join our team at 2016.ecochallenge.org. For two weeks, we'll all take on a challenge to reduce our impact, and help show that small actions add up to real change! Find out more and sign up today.



BLOG & LONGER-FORMAT NEWSLETTER POSTS

SMALL ACTIONS ADD UP TO REAL CHANGE! ARE YOU UP FOR THE ECOCHALLENGE?

By Kerry Lyles

This October, the Northwest Earth Institute invites you to take on a personal sustainability challenge, and join thousands of other participants as we prove that small actions add up to real change during the 2016 EcoChallenge.

The EcoChallenge provides the tools and inspiration to turn intention into action, and gives you an easy, fun way to reduce your impact on the planet while contributing to a healthy, vibrant, and sustainable future.

The idea is simple: EcoChallengers choose their challenge, set their goals and then take action for two weeks. The social support created by participating alongside thousands of other EcoChallengers, along with friendly competition and earning points for success, help to turn actions into habits over the course of the EcoChallenge. The ultimate goal is that EcoChallengers discover that taking action to reduce their impact and improve their communities is simpler than they thought, and sustainable in the long-term.

NWEI believes change should be fun, and created the EcoChallenge with this in mind. For over 20 years, NWEI has helped make change more possible, more social, and more fun by helping people connect with their communities and take action, together.

In addition to being fun, EcoChallenge inspires participants to renew their commitment to green living. As Audrey, a participant in the 2015 EcoChallenge, said, "The EcoChallenge gave me a concrete reason to pay attention to what I am doing. I already do quite a few things with the environment in the back of my mind. This helped me get it to the front of my mind. My challenge had to do with energy efficiency, so I had specific goals associated with that. But I also noticed that I was mentally more present when I went to the farmer's market, put kitchen scraps in the compost pile, bought organic, picked from my garden, saved water, and so forth."

The EcoChallenge launched in 2010, and over time new categories and actions have been added to give participants even more ways to take action and create an impact. A nature challenge was added in 2015, and this year NWEI is adding a simplicity challenge, which encourages participants to simplify their lives to reduce their impact on Earth. Currently participants choose a challenge in the areas of energy, waste, water, transportation, community, simplicity, nature or food (or "create your own" for those who want to take on a self-designed challenge).

The EcoChallenge is free and open to everyone. NWEI invites anyone looking to make an impact or dive deeper into living sustainably to join the movement at EcoChallenge.org. Participants can sign up as a team captain and engage their workplace, school, neighborhood or community, or join the NWEI Community Team.

ARE YOU UP FOR THE CHALLENGE? 2016.ECOCHALLENGE.ORG

Optional byline:

Kerry Lyles is the Northwest Earth Institute's Development & Communications Director and has been with NWEI since 2008. Kerry participates in the EcoChallenge with her family each fall, and has taken on challenges ranging from car-free transportation to zero waste living over the years. This year, her family of four will attempt a "buy nothing EcoChallenge", and will endeavor to discover creative ways to reduce and reuse while avoiding any purchases other than food during the challenge.