



GREEN IS GOOD NEWSLETTER

Earth Day Special Edition

The Formichella region events in celebration of Earth Day the week of April 20th –24th, 2009.

Servathon

Sodexo Servathon, held every April, is a company-wide full month devoted to fighting hunger. It is a month where Sodexo employees join forces to fundraise, donate food, and serve meals in their local communities. It's a simple yet effective way to create awareness for the plight of the hungry, as well as to provide a team-building experience for your employees. Let's work together to make a difference in our communities and help our neighbors.

HOW IT WORKS:

- Sponsor a Servathon event to gather canned goods for local charities on April 22, 2009.
- Collect goods in both Resident Dining or Retail Locations.
- Use Attached flyers and post in dining locations on campus. Utilize Sodexo Servathon Manual 2009 for other ideas.

Responsible Dining. Lower carbon footprint choices.

Earth Day is April 22nd and we will be celebrating with a low carbon footprint program. From April 20th—24th, we are working as a team in the southeast and mid-atlantic region on an exciting consumer promotion designed to promote our position on corporate citizenship and environmental responsibility.

HOW IT WORKS:

- Serve low carbon alternatives at stations during lunch or dinner during.
- Make sure the signs are posted at the stations where we are serving the item.
- Send in your stories and pictures to be featured in the Green is Good newsletter!

Celebrate our Environment—Resident Dining Promotion

Please review the April marketing kit for the Celebrate the Environment promotions!

Share your stories! Send an email to Caitlin.McClanahan@sodexo.com to be featured in our next newsletter.





GREEN IS GOOD

NEWSLETTER

Another way to get involved?



In today's economic climate, hunger relief agencies are always looking for additional resources and money to help feed the more than 35 million people across the United States (including 12 million children) who do not get enough to eat each day. According to the hunger relief organization Feeding America, every dollar donated helps provide 20 pounds of food and grocery products to men, women and children facing hunger in our country.

Every time you purchase any featured Generous Helpings products from participating manufacturers, you will be donating to the fight against hunger in the United States.

If you need more information, visit Sodexonet for more details.

Green Teams in Action

Green(er) Eggs and Ham

Berea Dining helped "green" the annual Green Eggs and Ham dinner and fundraiser coordinated by the Berea chapter of First Book - Madison County, a program whose mission is to provide children from low income families the opportunity to own their first new books. Berea College Dining donated local food, compostable dishware, and educational materials about sustainability for the child-focused event.

Georgia Tech is offering a Free Reusable Shopping Bag with the purchase of a fridge pack of soda. "Students really enjoyed the reusable bag promotion. There was talk about the program and a buzz created from the students" said Brian Atkinson, Westside Retail Manager. Georgia Tech gave away a total of 250 bags during this promotion.



The 12th Annual Georgia Organics Conference took place in Atlanta, GA on March 21st. The group has been an integral part of developing farm to school programs in the Atlanta Public School system as well as connecting local farmers with Emory Dining in support of the institutional goal of achieving 75% local and sustainable (as defined by Emory University) foods by 2015. Christy Cook was a panelist and discussed the topic of the Successes and Challenges of Institutional Purchasing. Other presenters at the conference included Josh Viertel and Erika Lesser from Slow Food International, Will Allen from Growing Power while Michel Pollan delivered the keynote address. Mollie Walsh, Marco Flores, Joe Mitchell (all from **Emory University**), Staci Heck (**Georgia Tech**) and Valerie Miles (**Kennesaw State**) attended the conference.

Coca-Cola & Sodexo's Program



GIVE IT BACK

This Spring 2009, Sodexo Coca-Cola and dual pour schools will receive a promo kit which will include a selection of materials to enhance and/or jumpstart their existing recycling efforts.

Give It Back is a unique promotion aimed at helping facilitate recycling activity among our campus student consumers and raising awareness of efforts to contribute to overall sustainability.

