



**City of Leon Valley
Earthwise Living March 2021 Campaign**

1. Proposed Introductory Article

March is Leon Valley Earthwise Living Month!!

As most of our residents are aware, the Leon Valley Earthwise Living Day (EWL) Committee typically holds their annual Earthwise Living Day event on the first Saturday in March. This year, due to the pandemic, we will not be able to hold an in-person event, so the Committee has decided to celebrate Earthwise Living the entire month of March virtually, with contests, prizes, free trees, and helpful hints and tips on how each one of us can make a difference to our environment. At the February 16th City Council meeting, Leon Valley Mayor Chris Riley kicked off the month by proclaiming March as “Earthwise Living Month” to promote and honor these efforts.

The first three weeks in March, the Committee will dedicate one week to one of the tenants of “Reduce, Reuse, Recycle”, by posting a different website, business, household hint, tip, product, event, or otherwise earth friendly idea that you can use and enjoy with your kids, your relatives, your friends, and your employers, to help reduce our impact on our environment.

For the last week in March, we will introduce “Reimagine”, a wrap up of the month to challenge our citizens to rethink the manner in which we live on this planet and to create new “earth friendly” methods to get everyone moving forward and prepare a better, more sustainable world for our children, grandchildren, and all other living things. Please feel free to share your products, ideas, and/or hints with us in any one of these weeks and we’ll post as many as we can on our social media pages.

Other events include an art contest with entries being submitted by the Northside Independent School District (NISD) students. Participants in this contest are to showcase this year’s Earthwise Living theme, S.A.V.E. – Sustainable Artists for a Viable Environment, with artwork criteria being sustainability, creativeness, resourcefulness, and/or aesthetic beauty. NISD Art teachers will submit the winning artists work to the Committee. The entry deadline is April 8th and judging will be held on April 22nd. The winners in each category will receive:

- Pre-K - \$25.00 Academy Gift Card
- Elementary, Junior High, and High School:
 - 1st Prize - \$100.00 Academy Gift Card
 - 2nd Prize - \$75.00 Academy Gift Card
 - 3rd Prize - \$50.00 Academy Gift Card
 - Group entries are allowed

The Earthwise Living Day Committee, in conjunction with the Leon Valley Tree Advisory Board (TAB), will hold a drive-through tree giveaway on Saturday, March 27th, from 9 am



to noon, in front of the Leon Valley library – perfect for spring planting! This initiative increases our goal of planting 10,000 trees by the year 2025, in accordance with our El Verde by 2025 environmental policies. Water savers, sustainable straws, and other helpful devices for your home will also be given away at this event.

Finally, we will give away one fruit tree per week to a person that enters one of our weekly challenges. A name will be drawn from our participants at the end of each week and the winner will be notified the following Monday. The names of the three winners will be put in a hat during week 4 and the chosen person will win one additional fruit tree!

Remember – reduce, reuse, recycle! Leon Valley residents were recycling before recycling was cool. If you don't choose to reuse, our planet will lose! We hope you learn a lot, share a lot, save a lot, and enjoy the first ever “Leon Valley Earthwise Living Month”!