

Public Service Announcement: February 02, 2018 FOR IMMEDIATE RELEASE

“Reno Earth Day Looking for Non Profit Partner for 2018 Event”

RENO, NV (February 02, 2018) – Each year, Mercury Momentum collaborates with a different non-profit organization as the official Non-Profit Partner for the Reno Earth Day Festival for the year. The Non-Profit Partner program is an opportunity for a non-profit organization to take advantage of the substantial promotion of the event on multiple media fronts to promote their organization, a special program of theirs, a specific activity or message, etc. The Non-Profit Partner is promoted for the year right alongside Mercury and all major sponsors as a true partner helping to put on the event. It is also given broad leeway in what type of activities, space, involvement it would like with the event in order to best promote itself and message. The event benefits from any input or resources the Non-Profit Partner wants to bring to the table, whether that is special activities, volunteers, networking relationships in a specific interest, or even simply ideas and intelligence on how to utilize the event to help their organization and outreach. The relationship between the Non-Profit partner and the event is mutually beneficial, yet the Non-Profit Partner is welcomed to participate as deeply or as lightly as they desire, so the partnership is never a burden. We see this program as one way of engaging in the community and having an impact beyond the event itself, and previous Non-Profit Partners remain strong stakeholders in the event every year, continuing to help shape it.

Non-Profit Partners are selected based on their connection with one or more of the Reno Earth Day philosophies of Clean and Green Technology, Natural World or Many Cultures, community impact and how they would like to utilize the partnership for the year. Only a few simple questions to apply: <http://www.renoearthday.org/about/earth-day-non-profit-partners/>

Every year, our partners have provided invaluable resources and ideas for helping the event to succeed and grow. We are pleased to show a history of diverse interests in our Non-Profit Partners to date:

2018 = OPEN!
2017 = Kerak Shriners
2016 = Big Brothers Big Sisters of Northern Nevada
2015 = Truckee Meadows Parks Foundation
2014 = ComputerCorps
2013 = Future Kind
2012 = Reno Sparks Buy Local Business Co-Op

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