

RHDG

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Palo Altans take to the streets for the Citywide Yard Sale

June 2009

On Saturday, June 6, the residents of Palo Alto flocked to the Citywide Yard Sale to sell their goods and discover recycled, reused, and repurposed treasures to call their own, all in an effort to eliminate waste in the community.

Despite its status as a fixture in the community, the 2009 Yard Sale was one of the most successful in the history of the event: the number of registered sellers this year was the highest ever.

RHDG rebranded the event with a fresh look, and launched a promotional campaign that featured advertising in area publications as well as online through targeted websites. A blog outreach program – with bloggable, tweetable, bite-size news blasts and embeddable images – was developed to reach DIYers, green living mavens, antique hunters, and vintage fashionistas in their online environments.

RHDG created a themed microsite for the Yard Sale, promoting the event with tips for buyers and sellers, and allowing people to register as sellers with just a few clicks. To extend the outreach and education for Zero Waste, the site also featured a downloadable pirate-themed treasure map to keep youngsters entertained while they accompanied their parents.

The improved graphics and marketing effort drew over 7.5 thousand participants – setting a record for this event.

The Citywide Yard Sale is organized by Zero Waste Palo Alto, a city department dedicated to the elimination of waste. As a city, Palo Alto has pledged to divert 90 percent of waste away from landfills by the year 2021.

For more information about Zero Waste Palo Alto and the Citywide Yard Sale, as well as tips on living a zero-waste lifestyle, visit www.cityofpaloalto.org/zerowaste