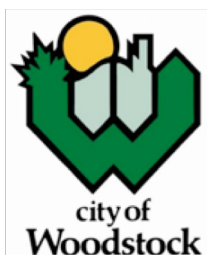


In partnership with:

landscape ontario.com



2018 PROGRAM REPORT



THE PROGRAM

The Green Streets create the opportunity to celebrate the importance of outdoor, unstructured play by laying down sod and creating temporary parks on prominent streets in communities across North America.

In 2018, we went big with the Green Street Challenge! With the sponsorship of Landscape Ontario, we were able to host 9 challenges in Canada and another 5 in the U.S. We worked with 10 sod growers, 13 landscape companies and over 25 community organizations to make these events happen!

Take a look at the case studies on the following pages to get a sense of what the events looked like in each town or city! We look forward to turning the streets in your town into

2018 HIGHLIGHTS:

14 *Green Street events
in North America*

28,000
*Participants
in 2018*

72,000
*Square feet of
play space*



GREEN STREET CHALLENGE

PRESENTED BY



2018 EVENTS:

| | | |
|--------------------|--------------|-----------------|
| 1. Hamilton, ON | June 2 | Barton St. East |
| 2. Westport, ON | June 30 | Spring St. |
| 3. Barrie, ON | June 30 | Owen St. |
| 4. Picton, ON | July 1 | Main St. |
| 5. Rexburg, ID | July 2 | Center St. |
| 6. Calgary, AL | August 4 | Inglewood |
| 7. Stroudsburg, PA | August 4 | Main St. |
| 8. Woodstock, ON | August 10-11 | Dundas St. |
| 9. Middlebury, VT | August 15 | Main St. |
| 10. Huntsville, ON | August 18 | Main St. |
| 11. Toronto, ON | August 19 | Yonge & Bloor |
| 12. Rutland, VT | September 15 | Center St. |
| 13. Toronto, ON | September 16 | Yonge & Bloor |
| 14. Culver, IN | October 12 | Main St. |

CASE STUDY:

Hamilton, Ontario

June 2nd, 2018

During Barton Village Street fest

Key Partners:

Barton Village BIA, Verdant Landscaping, Adele Pierre Landscape Design, Greenhorizons Sod Farms, CSL Group Ltd, Springfree

Participants: Approx. 900 people

Size of Space: 5,000 square feet

Donation of Sod: Habitat for Humanity



2nd

Annual Event in
Hamilton, ON



CASE STUDY:

Westport, Ontario

June 30th, 2018

Solo Event

Key Partners:

Village of Westport, Westport Firefighters Association, Maven Marketing and Communications, Manderley Sod, Kudrinko's, Lake 88.1

Participants: Approx. 300 people

Size of Space: 5,000 square feet

Donation of Sod: City Park



2nd

Annual Event in
Westport, ON



WESTPORT
FIREFIGHTER'S
ASSOCIATION

Manderley
Since / Depuis 1960

MAVEN
Marketing & Communications
www.mavencommunications.ca

Kudrinko's
22 Main Street
Westport, ON
613 273-2130
Kudos to
Good Food!



CASE STUDY:

Barrie, Ontario

June 30th -July 2nd, 2018

During Lawn Chair Luminata

Key Partners:

Brayford Sod, Barrie's Garden Centre, City of Barrie

Participants: Approx. 350 people

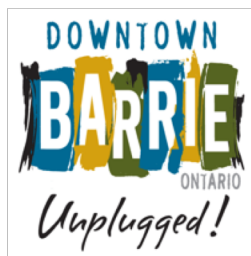
Size of Space: 3,600 square feet

Donation of Sod: City of Barrie projects



1st

Annual Event
in Barrie



CASE STUDY:

Picton, Ontario

July 1st, 2018

During Picton Canada Day Block Party

Key Partners:

Wentworth Landscape, Willowlee Sod, Picton Business Improvement Association, Picton Fire Department, Prince Edward County Community Development Dept., E.S. Hubbell

Participants: Approx. 2500 people

Size of Space: 7,000 square feet

Donation of Sod: Parson's Brewery



8th

Annual Event in
Picton, ON



CASE STUDY:

Calgary, Alberta

August 4th, 2018

During Inglewood Sunfest

Key Partners:

Inglewood Sunfest event team, Courtyard
Landscape, Manderley Sod

Participants: 750 people

Size of Space: 4,500 square feet

Donation of Sod: Donated to the community



2nd

Annual Event in
Calgary



CASE STUDY:

Woodstock, Ontario

August 10th - 11th, 2018

During Street Festival

Key Partners:

City of Woodstock, Greenhorizons Sod Farm,
Mountview Landscaping, Oxford Community Child
Care, Martek Supply

Participants: 2200 people

Size of Space: 5,600 square feet

Donation of Sod: City Baseball diamond



CASE STUDY:

Huntsville, Ontario

August 19th, 2018

During Huntsville Street Festival

Key Partners:

Downtown Huntsville, Rugged Earth Landscape and Property Maintenance, Beverly Turf Farms, Moton Muskoka Chairs

Participants: Approx. 1,500 people

Size of Space: 6,300 square feet

Donation of Sod: Camp Tawingo



3rd

Annual Event in
Huntsville, ON



Beverley Turf
Farms
(800) 665-9291



CASE STUDY:

Toronto, Ontario

Aug. 19th & Sept. 16th, 2018

During Open Streets Toronto

Key Partners:

Open Streets Toronto, City of Toronto, Urban Garden, Elite Concrete, Fairgreen Sod Farms, Sheridan Nursery & Terra Form

Participants: Approx. 18, 500 people

Size of Space: 5,000 square feet

Donation of Sod: City of Toronto Parks



2nd

Annual Event
in Toronto





www.ComeAliveOutside.com

MISSION:

To inspire collaborative community systems that create the awareness, intention and opportunity for people to live healthier lives outside.

VISION:

Healthy individuals, families and communities enjoying the full benefits of great outdoor spaces where they live, work and play.

VALUES:

Get Active Outside
Grow Something You Can Eat
Learn with your Hands in the Dirt
Connect with Nature
Play Unplugged

OUR WHY:

7.5

Avg. hours/day
kids spend in
front of screens

11%

Children in U.S.
diagnosed with an
attention disorder

1/3

Youth who are
overweight or
obese

9%

Youth who get
recommended
daily activity

1/2

Children's time
spent outdoors
compared to 1980

Come Alive Outside is a 501c3 nonprofit organization that works closely with partners in healthcare, public health, outdoor recreation and the landscape profession in order to get people off the couch and back outside in communities across North America.



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