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Earthy bride

Melissa S. Foerster
University of Nevada, Las Vegas

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Earthy Bride

by

Melissa S. Foerster

Bachelor of Science
University of Nevada, Las Vegas
2006

A professional paper submitted in partial fulfillment
of the requirements for the

Master of Hospitality Administration
William F. Harrah College of Hotel Administration

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ABSTRACT

There are nearly 2.5 million couples getting married in the United States each year (Harrison, 2008, pg. xi). That breaks down to more than 6,300 weddings in a single day. The average wedding in the United States “produces 63 tones of CO2 and 400-600 pounds of trash” and therefore, newlyweds are creating over 3,500,000 pounds of trash in a single at their weddings (Harrison, 2009, ¶ 2)! The green movement is on the rise and wedding industry needs to implement it to meet new demands. In order to do people need to be informed of the importance, benefits and savings of adopting a green wedding and implementing it into their lives. Earthy Bride is an eco-friendly resource online available committed to keeping the most up-to-date, useful tools available for those planning practical, stylish, eco-friendly weddings—and happily-ever-after too.

Earthy Bride

by

Melissa S. Foerster

Gail Sammons, Committee Chair
Associate Professor

Interim Department Chair for Hotel Management Department
University of Nevada, Las Vegas

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*To Grandma O. for teaching me the power of an education and for supporting me the entire way.
I owe it all to you.*

PART ONE

Introduction

A wedding is one of the most significant days in a couple's life. If you care about the planet, you can integrate green principles in an eco-friendly and cost effective way. There are nearly 2.5 million couples getting married in the United States each year (Harrison, 2008, pg. xi). That breaks down to more than 6,300 weddings in a single day with the average wedding costing around \$20,000. Let's admit it, weddings leave a huge footprint on the planet. For each person attending, an additional mile is traveled, a bigger venue is needed, more food is consumed, and more waste is created. After the celebration is over there's left over flowers, left over food, and left behind wedding favors that all add to the waste.

The term "green wedding" refers to weddings that are more eco-friendly and eco-conscious. These weddings make less of an impact on the environment and aren't in excess of unnecessary things. Planning an eco-friendly wedding is not just a trend; planning one can be cost effective, informative, and still chic.

There are a number of benefits to having a green wedding. The average wedding in the United States "produces 63 tones of CO2 and 400-600 pounds of trash" therefore if any element of a wedding is made an eco-friendly one the couple has made a difference (Harrison, 2009, ¶ 2). Being green usually saves well-needed money in today's economy and with weddings being a \$60+ billion industry; this is the couple's, the vendors, and the attendees' opportunity to showcase how easy it is to become more "green" by making simple substitutions and eco-conscious decisions.

Purpose

Proper research and planning will influence change to reduce the planetary impact of weddings. More specifically, research will determine how cost effective it is to produce a green wedding and if chapels and event coordinators will utilize these practices. The benefits of going green are endless and wedding industry should implement it into their everyday practices to keep up with the growing trend and increase the lifespan of the planet.

The purpose of this research is to develop a green wedding online resource. This website will provide environmental couples everything they need to make their wedding more sustainable. Whether it's just a few green elements or an entirely green wedding, this readily available guide will be found useful and informative.

Justification

An eco-friendly wedding is both environmentally friendly and socially conscious. It can ensure that an engaged couple does not start their married life by unintentionally contributing to global warming or environmental damage. Making socially conscious choices can and will save the couple money and at the same time it will provide the couple a defensible justification for not breaking the bank.

“In the United States, more than two-thirds of emissions are produced by energy consumption and transportation” (Navarro, 2010, ¶ 3). How can be sure the carbon dioxide emissions contributing to global warming are cut down? Doing so would shrink the event's carbon footprint. What Carbonfund.org offers, is a way for individuals, businesses, and organizations to help reduce what they can and come to reality with what their impact really is. Couples visiting this site can calculate the impact of their wedding, in terms of the transportation,

hotel stays and number of guests, and then offset their carbon footprint by contributing to many carbon reduction projects around the world.

Constraints

“While no hard statistics are available on the number of green weddings in the United States, surveys by bridal magazines and businesses – and a thriving mini-industry of green wedding websites and online stores – point to a noticeable trend” (Navarro, 2010). In fact, it is even challenging to compare what today’s cost is of the average wedding as many sources offer different and conflicting statistics ranging from \$15,000-\$30,000.

Eco-friendly weddings can certainly lead to ceremonies and other arrangements that are simpler, practical, and even less costly, although, their benefit to the environment is tricky to put a figure on. “Some energy experts say the impact of individual lifestyle choices pales in comparison to what government action could achieve in one fell swoop. Recycling and composting garbage, or buying organic flowers for the wedding, these experts say, are measures that do not approach the benefit to the environment of having the country turn to renewable energy sources, such as solar energy, for all its electricity” (Navarro, 2010, ¶ 13).

Then again, with more than 2 million couples getting married each year in the United States, many couples see value in coordinating and supporting their own green wedding. Doing so encourages a greater use in eco-friendly products and services while also inspiring friends and family to take steps towards a greener planet.

Glossary

Biodegradable: “Capable of being broken down especially into innocuous products by the action of living things (as microorganisms)” (Merriam-Webster, 2010).

Carbon footprint: “The negative impact that something (as a person or business) has on the environment; *specifically*: the amount of carbon emitted by something during a given period” (Merriam-Webster, 2010).

Eco-friendly: “Intended or perceived to have no harmful effect on the natural environment and its inhabitants” (Microsoft, 2009).

Green: “Concerned with or supporting environmentalism” (Merriam-Webster, 2010).

Sustainable: “A method of harvesting or using a resource so that the resource is not depleted or permanently damaged” (Merriam-Webster, 2010).

Reduce: “To diminish in size, amount, extent, or number” (Merriam-Webster, 2010).

Reuse: “To use again especially in a different way or after reclaiming or reprocessing” (Merriam-Webster, 2010).

Recycle: “To make ready for reuse” (Merriam-Webster, 2010).

Renewable: “Able to be sustained or renewed indefinitely, either because of inexhaustible supplies or because of new growth” (Microsoft, 2009).

PART TWO

Introduction

According to a recent survey by the Fairchild Bridal Group, “wedding spending in the U.S. has gone from \$5 billion in 2002 to \$125 billion in 2005, with 295 million wedding guests attending the nation’s 2.1 million weddings each year” (Anderson, 2007). No wonder weddings leave such a mark on the environment and global economy. With a fresh green movement, both couples and wedding planners alike can implement a few green changes to encourage a greener and longer living planet.

Literature Review

Green weddings are an environmentally friendly, socially responsible, affordable and stylish celebration. Choosing to have an eco-friendly wedding will benefit the environment and society, as opposed to purchasing an excess of unnecessary items contributing to the world’s waste, items that have been produced in unhealthy working conditions, or have been made using toxic materials in a damaging production process. A green wedding is a choice to make a difference by saving energy, conserving resources and decreasing pollution.

Green Movement

Newspapers, radio, television, magazines, blogs, podcasts, in fact any media you can think of, has awoken to the issue of climate change or global warming. Across the U.S., “nearly \$1 million worth of energy is consumed every minute... the single most polluting industry in the nation. Globally, the U.S. accounts for about 26% of the world’s energy use, despite comprising less than 5 percent of the human population” (Editors, 2005).

Thankfully, with power to the people, renewable energy and smart conservation methods have been created. With a variety of solar powered products, halogen bulbs, Energy Star

appliances, ecotourism, planet friendly cars, public transit, and a whirlwind of green friendly products, people are able to make a change. So what does this mean for the hospitality industry? “A poll on brides.com in 2007 found that 33% of future brides and grooms in the United States were planning eco-friendly weddings” (The Nature Conservancy, 2009, ¶ 2). And with 2.3 million couples getting married in the United States each year, that breaks down to more than 6,300 weddings a day and with total revenues reaching \$70 billion – a green movement is what we need (Grover, 2010, ¶ 1).

Carbon Footprint

As the U.S. continues to grow, CO₂ emissions continue to rise and its volume has been increasing greater than our forest, soils, or oceans ability to capture it. “In January of 2007 the measured atmospheric CO₂ concentration was 383 ppm (parts per million). That’s an increase of 99 ppm in the past 175 years, with 78 percent of that increase occurring in just the past 47 years” (Team Treehugger, 2010, ¶ 4).

Most vehicles burn petroleum and therefore release carbon dioxide. “According to the American Public Transportation Associates, transportation generates 33% of the total greenhouse-gas emissions in the U.S. and produces 6.9 million metric tons of CO₂ annually” (Harrison, 2008, p. 114). In order to reduce the carbon footprint of a wedding, a couple could choose a local wedding venue and/or arrange for group transportation.

But in order to have a better understand of how much CO₂ a wedding will produce, couples should calculate their carbon footprint and learn about ways to reduce it at Al Gore’s website, www.climatecrisis.net or other useful sites like Carbon Footprint, www.carbonfootprint.com. All one needs is the number of guests and the details of their travel plans to calculate the carbon footprint of their wedding day.

Then, in order to reduce your carbon footprint, a couple can purchase carbon credits which “offset” the carbon a wedding adds by promoting the reduction of carbon in other sectors of the economy. There are a growing number of companies offering these programs but the most popular form of carbon offsetting is tree planting. Trees pull carbon from the atmosphere and convert it into more trees via their life process. When they die, they decompose and their carbon becomes part of the soil.

Another website, Evergreen Recycling, as seen on *Extreme Makeover Home Edition* and as featured on *Build a Greener House*, offers site visitors the ability to measure their carbon footprint FREE. Evergreen Recycling also offers waste recycling assessments and cost effective recycling programs and services. These sites can all be found informative and useful for the bride and groom.

Earth Friendly Vendors

A number of vendors offer eco-friendly services to enhance any event. Whenever possible, choose a location where both the ceremony and reception can be held. Having one location helps to cut down on costs including transportation costs and decorations. The couple can choose from outdoor venues including beaches, parks and gardens or if they'd like an indoor wedding, perhaps a green hotel. “Hotels with LEED (U.S. Green Building Council’s Leadership in Environmental and Energy Design) or Energy Star certification have been designed with the planet in mind. These facilities use sustainable, earth-friendly building materials and energy-efficient appliances” (GLI Editors, 2008, ¶ 5).

Even though eco-friendly products and organics can lessen the impact on the environment, create better health, and save consumers money many popular online stores or local stores still don't sell a wide variety of them. A new site, TheFind Green, allows visitors to

search for environmentally friendly alternatives to products that they need at a local store or available online. The goal of the service is to provide a one-stop-shop for environmentally conscious consumers looking for products that come from sustainable resources, green vendors, and socially responsible companies.

What does it mean to be a green company? It means that a business provides eco-friendly leadership to customers with environmental information, expertise, and eco-friendly products and services. In order to do so, a sustainable business must keep current on developments in green products and services by educating themselves about changes in the legislative and regulatory environment. Staff should be trained and customers informed because a business cannot just “talk the talk”, it must “walk the walk”.

Apparel

When choosing that special gown a bride could choose a pre-owned wedding gown from a thrift store or consignment shop. She could even consider renting one. These are both cost effective and eco-friendly alternatives. If the bride wishes to purchase a new gown for her wedding day, she should avoid clothing that has been made in unsafe and unhealthy working conditions by purchasing one that is made with synthetic fibers and man made materials. “According to the World Health Organization, 20,000 people die each year in developing countries as a result of the chemicals sprayed on non-organic cotton. U.S. farm workers suffer from approximately 300,000 pesticide related illnesses each year. Five of the top nine chemicals used on cotton in the U.S. are known cancer-causing agents” (Anderson, 2007, p. 36). And what about all of the cotton and linens produced abroad? There isn’t much consumers can do to make a difference, but refusing to purchase items created in these conditions is taking a stand for what someone believes in.

What a bride can do is support Fair Trade, buy local, purchase a dress of sustainable fabric, and plan ahead by getting a dress that can be later created into a fun cocktail dress. Brides can purchase or borrow an old dress and have a seamstress modify it to their fit and liking. This is an easy way to save money and create a unique gown.

Favors and Gifts

Guests have practically expected wedding favors but there are no rules that the couple has to actually provide them. The parties, the food, the entertainment—all of these are the couple's gifts to the guests. Majority of the time, the couple will spend hundreds of dollars on these little trinkets for them to end up in the trash.

Couples can choose to give guests a renewable wedding favor, such as a packet of flower seeds or tree seed kits. "Trees fight global warming, help conserve energy, prevent soil erosion, and clean the air" (Kozin, 2003, p. 95). Better yet, couples can offer their guests carbon credits to offset the environmental footprint of the wedding. In order to determine each guest's offset, calculate the average emissions based on car and air travel and the CO₂ produced in other aspects of the wedding. Then the purchased carbon credits will be used to support renewable energy projects around the globe.

Flowers

Flowers do have a significant social and environmental impact on the world. Not only does it matter what time of year it is and where they are coming from, but many flowers may also have toxic chemicals. These chemicals will later poison groundwater and the soil and become a part of the food chain. "Pesticides like the commonly used Roundup contain other ingredients that can cause diarrhea, chemical pneumonia, laryngitis, and severe headaches... Thousands of low-wage workers who harvest and package flowers used in the U.S. – more than

half of all cut flowers sold in the U.S. are imported – are negatively affected by the use of unsafe pesticides” (Anderson, 2007, p. 65).

The best thing a couple can choose is an organic flower. “Most flowers sold in the U.S. are imported from as far away as Ecuador and China” (Local Harvest, ¶ 1). In order to support sustainable businesses, flowers should be purchased from local farmers rather than contributing to the waste of energy involved when flying and trucking flowers across great distances. No pesticides or formaldehydes will hover over the tables when organic flowers are chosen and using flowers that are in season means less fuel cost. After the event is over, donate the flowers to a nursing home or hospital as a tax reduction, or have your guests bring them home with them.

Food

Nearly half of the wedding budget will be spent on the reception and the cost of the meal served to guests. “According to The Environmental Magazine, an average dinner travels 1500 miles, using energy and packaging that will ultimately go into landfills” (Anderson, 2007, p. 90). If food can be bought from local farmers, energy consumption and packaging waste will be reduced and the local farmers market will be strengthened. What couples can do to create a more earth friendly menu is serve organic food and wine, serve seasonal fruits and vegetables, source from local farms and consider serving meatless vegan dishes.

Using organic ingredients will reduce the guests’ and the land’s exposure to harmful toxins. Besides, it usually tastes better. Buying locally means your food does not have to travel thousands of miles therefore benefiting the local economy, air, water, and soil. After the event is over, guests can be encouraged to take small “to-go” packages of leftover food items so there is a limited amount of waste.

Invitations, Programs, Menus

These days the invitations have become one of the most complicated and detailed elements of the wedding. Everything from the wording, the font, the design, the inserts, the envelopes, when to mail, what to mail and its personalization has become almost too extreme and entirely not eco-friendly. “The U.S. paper industry consumes 12,430 square miles of forest per year... and the average American uses almost 700 pounds of paper every year” (Anderson, 2007, p. 56). Most save-the-date cards, wedding invitations, and thank you cards live a short life and have probably been processed with chlorine bleach and other dyes making it non-recyclable and totally toxic for the environment.

Today, couples can go digital – it’s the digital age. They can send evites, an electronic piece of art, or they can create a detailed website showcasing all of the important details of their special day. Guests can keep checking back and couples can send remembers, changes, registry information and travel details all at no cost to the environment. If couples still wish to physically send out invitations, they can still choose to create handmade invitations on 100% recycled paper and can limit the number of inserts and added paper decorations. Remember, less is more. “According to the Recycled Paper Coalition, more than 90 percent of the printing and writing paper made in the U.S. today is still virgin paper. The EPA reports that paper in its various forms accounts for 40 percent of all solid waste generated” (Kozin, 2003, p. 44).

Reduce, Reuse, Recycle

According to the Environmental Protection Agency, the U.S. is producing more landfill waste now than ever before. “Between the years of 1960 and 1997, total U.S. municipal trash, or landfill waster, increased an astounding 146.5%” (Anderson, 2007, p. 6). With each wedding creating a large impact on the environment couples can simplify their wedding without

compromising their style or hopes for their big day. By simply having fewer details a couple will have less stress, more fun, and less over-consumption.

Practice the “cradle to cradle” philosophy by making sure purchases can be reused and are of lasting life and quality. Spending large amounts of money on wedding themed items and décor is wasteful and most items will soon end up in the waste themselves. Couples can borrow items from friends and family member and reuse a gown by purchasing a used one from a thrift store.

Not only could couples choose to hold their ceremony or reception at a recycled venue but also couples should see if their chosen venue has a recycling practice. Some venues compost their food on site and participate in their own recycling programs. This would be a great contribution to an earth friendly wedding. “For every ton of paper that is recycled, 3.3 cubic yards of landfill space are spared, approximately 4,100 kilowatt hours of energy and 7,000 gallons of water are saved, and 60 pounds of air pollutants are kept out of the atmosphere, according to Green Seal” (Kozin, 2003, p. 47).

Conclusion of Literature Review

“Time magazine recently listed “Have a Green Wedding” as number 28 in its article ‘51 Things We Can Do to Save the Environment,’ and it’s easy to see why. With 2,5 million weddings a year hosting more than 150 guests each, the impact of these events are undeniably significant” (Harrison, 2009, ¶ 1). Having an eco-friendly wedding is cost effective and creates meaning and purpose behind one of the most important days of a couple’s life. With new insight on going green, this has become easier to accomplish and can create ecoconscious living for years to come.

PART THREE

Introduction

A website is a powerful tool. The Internet is being used regularly by millions of people worldwide and the information provided on a single website is instantly available to every one of those users. In the past, customers looking for a product or service utilized the Yellow Pages to search for a store or company in their area. Information found was often limited to a single phone number and on more rare occasions a picture advertisement with a detailed list of services. With today's technology, the same customer can utilize an Internet search engine and within seconds be provided multiple resources with endless amounts of information including product pictures, price lists, maps and phone numbers all without ever having to leave their home or office.

A website will be created to provide eco-conscious couples everything they need to make their wedding more sustainable. Whether it's just a few green elements or an entirely sustainable wedding, this guide will be found useful and informative. It will be filled with the information obtained in Part 1 and Part 2 of this study and will be easy to utilize and access for all site visitors.

The first thing required to create a website is a domain name. A domain name is the name of the website. For example, the domain name of the website created for this purpose is "www.earthybride.com". In order to obtain a domain name, an annual fee is required to a registrar for the right to use that name. But a domain name is just a name, a website will still have to be created.

The second thing required to create a website is a host. A host is basically a home where all of the website's files are stored on a server. When placing a website on a server, everyone in

the world will be able to access it. Find a host, create an account, and pay a fee in order to create a home on the Internet for the website. Many host providers offer the option to purchase and register a domain together.

Once the domain name and web host have been settled, the next step is to design the website itself. One can choose to hire a web designer but with today's technology, a website can easily be created from a home or office computer with user-friendly software. The web itself provides many tutorials on designing and creating a website but it is also important to research how to deal with browser and platform compatibility issues, an appropriate website structure, etc.

Creating a website also means creating a logo. A logo is not only part of the image but it also creates brand recognition for the whole corporate identity of the company. A logo should contain a picture or symbol of some sort along with the name of the site and or company and a business may also choose to add a short slogan.



Figure 1. Earthy Bride logo. This logo will be used throughout the website, on business cards, company letterhead, etc.

Once the website is uploaded onto a server, site traffic needs to be generated. How do

you get people to know about it? Unfortunately a site isn't a "build it and they will come" operation. A business needs to actively go out and get visitors. The best way to drive traffic is to develop a good ranking in a search engine like Google. Using search engine optimization and keywords that your target audience would search for can help to get a better search engine ranking. There are several tools available from Google and other third party software developers that can make the keyword research process easy. When new brides search key words like “eco-friendly wedding”, Earthy Bride will pop up in search engine results driving new traffic to the site.

Results

Earthy Bride will be the name and domain name of the website. It is a name that is clear, relevant, and memorable. The domain name is the only asset for a business online because it can easily determine the success of branding and marketing strategies. Earthy Bride easily provides a clue to what the site may provide – something to do with the Earth and something to do with brides or weddings. This is extremely important because site visitors have no way of knowing what the site provides until they actually visit it.

Site Appearance

The website will have an Earth tone color pallet consisting of blues, greens, and beiges. It will also incorporate wedding elements such as fonts, flowers and other wedding like images including photographs. Key points will be created with descriptive headers and content will be placed into relatively short paragraphs. Doing so makes the text easier to read and allows the users to slow down. Users will always have an avenue of communication for additional information if they desire to inquire more.

The site will be easy to navigate by providing users multiple ways to locate content via search boxes and quick links. Content will be neatly organized and with different elements separated by complementing colors. Most importantly, content will be valuable and worthy of the readers' attention by containing informative information as provided below:

Welcome

What is Earthy Bride? Earthy Bride is an online resource providing brides-to-be with sustainable choices that will benefit the environment and society. Today's green movement has encouraged many to become more environmentally and socially conscious. As a bride, you can still have the look and style that you want while creating less of an impact on the community.

Being an Earthy Bride means you love the Earth. Taking an active approach allows you to live greener while saving money and even simplifying your life. Incorporating green elements into your wedding enables couples to reduce their carbon footprint and encourage their friends and family members to become active in the green movement too.

How to be an Earthy Bride. Going green doesn't mean you need to spend the green. Spending large amounts of money on wedding themed items and décor can be found wasteful with most items ending up in the trash. Consider borrowing items from friends and family members, purchasing used items from a local thrift store, creating handmade invitations and wedding favors, or purchasing such items from an eco-friendly vendor. Continue to browse our site to be provided with green ideas for your upcoming wedding.

Having an eco-friendly wedding is cost effective and creates meaning and purpose behind one of the most important days of a couple's life. With new insight on going green, this has become easier to accomplish and can create ecoconscious living for years to come.

Earth Friendly Ideas. Here, site visitors will find an intro to a number of different insightful articles and ideas. If the introduction sounds interesting to them, they can click the “read more” link and be taken to the entire text. This section will also serve as a way to tie in vendors and useful information by having multiple points of interest all leading to one page of information.

Tip of the Week. Each week, the “Tip of the Week” box will be updated with a new and fresh eco-friendly idea. This will encourage visitors to come back for next week’s tip and incorporate these new elements into their own wedding. The first week’s tip reads, “Use organically grown and local flowers that are in season. Flowers that are locally grown don’t require as much transportation to get to you. Out of season flowers will have to be transported long distances and therefore contribute to pollution. Find a local farmer’s market for the best and freshest deals!”

In the News. Each week, the “In the News” box will be updates with a new green wedding story or idea. Visitors will read a clip of the article and if they desire further reading they can click the “read more” link and be taken to the entire text on the publisher’s website. This allows journalists and other green friendly sites to connect and grow together in the green movement while sharing information and informing engaged couples.

Paid advertising will also be placed throughout the site via Google AdSense. AdSense allows businesses to be paid for displaying targeting Google ads on their site. Ads are customized to match each site’s look and feel and the best part is it’s free! This is a flexible and hassle-free way for businesses to earn revenue online. Allowing ads on the Earthy Bride website will also create brand awareness and recognition by site visitors with a common interest.

Figure 2. Earthy Bride “Welcome” page (on right). The Welcome page is an informative page giving site visitors an idea of what Earthy Bride is about and providing them links to additional information.

About Us

Earthy Bride is a media company connecting engaged couples with the community and the inspiration they need to change the way they live. Doing so on their wedding day will create an eco-friendly statement to last happily-ever-after. Earthy Bride provides what the audience needs or directs them to a solution all while providing down-to-earth advice in an avid community that’s focused on everything eco-friendly. Our site is an authority on all things enabling green weddings while providing stylish information and online tools.

Founder, Melissa Foerster, started Earthy Bride in 2010. Former Wedding Planner and green activist, Melissa realized that she was not alone in her efforts to reduce the impact of



weddings and other special events on the planet. While preparing to graduate from the University of Nevada, Las Vegas with a Master of Hospitality Administration, Melissa chose to conduct research on the green movement and its effects on the wedding industry as her final assignment. With her new found knowledge she decided to develop a green wedding resource available online. The outcome – a site that would provide environmental couples everything they need to make their wedding more sustainable. Melissa is committed to making Earthy Bride and the most up-to-date, useful tool available for brides planning practical, stylish, eco-friendly weddings—and happily-ever-after too.



Figure 3. Earthy Bride “About Us” page. The About Us page informs site visitors of the Earthy Bride concept and where it originated.

Earthy Tools Page

Calculate your Carbon Footprint. Want to know what your carbon footprint looks like?

Evergreen Recycling, as seen on *Extreme Makeover Home Edition* and as featured on *Build a Greener House*, offers site visitors the ability to measure their carbon footprint FREE.

Evergreen Recycling also offers waste recycling assessments and cost effective recycling programs and services.

Recycle your Dress and Decor

Recycled Bride. Recycled Bride is an online resource with great deals on designer wedding dresses, decorations, and everything else for your wedding day! You can also utilize this site to sell your wedding dress and decorations in a quick, easy and FREE way!

Brides Against Breast Cancer. Brides Against Breast Cancer is an organization where brides can donate their wedding gowns. Each gown donated is carefully prepared for their upcoming Brides Against Breast Cancer™, Nationwide Tour of Gowns sale events across the country. The thousands of generous donations received enable Making Memories to grant final wishes for women and men suffering from terminal breast cancer. Donate your dress towards an amazing and much needed cause!

Just Give. The GiveNOW charity gift card is a personal, memorable and eco-friendly way to thank the people who participate in your wedding by letting them choose their own cause to support. The couple simply determines the amount they want to give, and their friends choose charity they believe in to gift too. The GiveNOW charity gift card is redeemable for any of nearly 1.5 million charities and never expires. The perfect gift to honor those who helped with the wedding: one that gives back.

Earthy Vendors Page

A number of vendors offer eco-friendly services to enhance any event. What does it mean to be an earthy company? It means that a business provides eco-friendly leadership to customers with environmental information, expertise, and eco-friendly products and services. In order to do so, a sustainable business must keep current on developments in green products and services

by educating themselves about changes in the legislative and regulatory environment.

The following is a list of many non-profits, organizations and businesses that offer eco-friendly services.

Apparel and Accessories

[Bamboosa](http://www.bamboosa.com/) <http://www.bamboosa.com/>

[Conscious Clothing](http://www.getconscious.com/) <http://www.getconscious.com/>

[Making Memories Breast Cancer Foundation](http://www.makingmemories.org/) <http://www.makingmemories.org/>

[Recycled Bride](http://www.recycledbride.com/) <http://www.recycledbride.com/>

[Threadhead Creations](http://www.threadheadcreations.com/) <http://www.threadheadcreations.com/>

Beauty Needs

[Alima Pure](http://www.alimapure.com/) <http://www.alimapure.com/>

[Cargo Plantlove](http://www.cargocosmetics.com/plantlove.html) <http://www.cargocosmetics.com/plantlove.html>

[Josie Maran Cosmetics](http://www.josiemarancosmetics.com/) <http://www.josiemarancosmetics.com/>

[NVEY Eco](http://www.econveybeauty.com/) <http://www.econveybeauty.com/>

[Physicians Formula Organic Wear](http://www.physiciansformula.com/en-us/default.html)

<http://www.physiciansformula.com/en-us/default.html>

Decorations

[Squidoo](http://www.squidoo.com/) <http://www.squidoo.com/>

[The Wedding Greenhouse](http://www.theweddinggreenhouse.com/) <http://www.theweddinggreenhouse.com/>

[Little Cherry](http://www.littlecherry.co.uk/) <http://www.littlecherry.co.uk/>

[EarthShell](http://www.earthshell.com/) <http://www.earthshell.com/>

[World of Good](http://www.worldofgood.org/) <http://www.worldofgood.org/>

[Viva Terra](http://www.vivaterra.com/pls/enetrixp/!stmenu_template.main) <http://www.vivaterra.com/pls/enetrixp/!stmenu_template.main>

Favors

[Green Party Goods](http://www.greenpartygoods.com/) <http://www.greenpartygoods.com/>

[Plum Party](http://www.plumparty.com/) <http://www.plumparty.com/>

[Green Planet Parties](http://www.greenplanetparties.com/) <http://www.greenplanetparties.com/>

[Tickle Me Plant](http://www.ticklemeplant.com/) <http://www.ticklemeplant.com/>

[The Rosemary Company](http://www.rosemarycompany.com/) <http://www.rosemarycompany.com/>

Flowers

[California Organic Flowers](https://californiaorganicflowers.com/default) <https://californiaorganicflowers.com/default>

[Diamond Organics](http://www.diamondorganics.com/) <http://www.diamondorganics.com/>

[Local Harvest](http://www.localharvest.org/) <http://www.localharvest.org/>

[Mountain Rose Herbs](http://www.mountainroseherbs.com/) <http://www.mountainroseherbs.com/>

[Organic Bouquet](http://www.organicbouquet.com/) <http://www.organicbouquet.com/>

[Organic Style](http://www.organicstyle.com/) <http://www.organicstyle.com/>

[TulipWorld](http://www.tulipworld.com/) <http://www.tulipworld.com/>

[Wedding Herbs](http://www.weddingpetals.com/aboutweddingherbs.htm) <http://www.weddingpetals.com/aboutweddingherbs.htm>

[Wedding Petals](http://www.weddingpetals.com/) <http://www.weddingpetals.com/>

Food

[Etica Fair Trade](http://www.eticafairtrade.com/) <http://www.eticafairtrade.com/>

[Future Green](http://www.futuregreen.net/home.php) <http://www.futuregreen.net/home.php>

[Organic To Go](http://organictogo.com/) <http://organictogo.com/>

[Organic Trade Association](http://www.ota.com/index.html) <http://www.ota.com/index.html>

[The Green Restaurant Association](http://www.dinegreen.com/) <http://www.dinegreen.com/>

Gifts

[Better Business Bureau Wise Giving Alliance](http://www.bbb.org/us/charity/) <http://www.bbb.org/us/charity/>

[I Do Foundation](http://www.idofoundation.org/) <http://www.idofoundation.org/>

[iGive](http://www.igive.com/welcome/index.cfm?CFID=4868356&CFTOKEN=90061152) <http://www.igive.com/welcome/index.cfm?CFID=4868356&CFTOKEN=90061152>

[Nova Natural Toys and Crafts](http://www.novanatural.com/) <http://www.novanatural.com/>

[Organic Weddings](http://www.organicweddings.com/) <http://www.organicweddings.com/>

[Rent Mother Nature](http://www.rentmothernature.com/) <http://www.rentmothernature.com/>

[Ten Thousand Villages](http://www.tenthousandvillages.com/) <http://www.tenthousandvillages.com/>

Invitations and Announcements

[Green Field Paper](http://www.greenfieldpaper.com/) <http://www.greenfieldpaper.com/>

[Of the Earth](http://www.oftheearth.com/) <http://www.oftheearth.com/>

[Treecycle](http://www.treecycle.com/) <http://www.treecycle.com/>

[Twisted Limb Paper](http://www.twistedlimbpaper.com/) <http://www.twistedlimbpaper.com/>

Conclusion

Earthy Bride will be a professional site, providing consumers eco-friendly information prior to making costly purchases for their wedding day. Ideally the site will create an everlasting impression therefore creating a lifelong brand and resource for brides to turn to. Through regular research of the latest innovations within the green movement, this site will be continually updated bring brides back for more.

In the future, the site will grow and expand to other green interests by providing couples with ways to not only implement green elements into their wedding, but also into their everyday lives at home and at work. Earthy Bride will provide handy every day tips and the latest statistics as the green movement continues to grow. Brides will also be able to search for green

vendors in their area, share the story of their green wedding, and upload their own green tips.

Earthy Bride may also create a tangible resource such as an informative book, daily tip calendar, and/or green journal for brides to log their sustainable efforts – all to be created out of recyclable materials. Earthy Bride will be a brand and informative resource for couples to use again and again while they live happily ever after.

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