



SUSTAINABLE LIVING ROADSHOW 2011 RIGHT2KNOW TOUR

- EDUCATIONAL HEMP HUT PROPOSAL -

SEEKING SPONSORS & SUPPORTERS

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SLR Mission:

Sustainable Living Roadshow (SLR) is a caravan of educators and entertainers who tour the country in a fleet of renewable fuel vehicles to empower communities and individuals to utilize sustainable living strategies for a healthier planet. Visiting k-12 schools, university campuses and community festivals across the United States, the caravan sets up off-the-grid eco-carnivals with experiential learning villages, featuring workshops, speakers, and entertainment.

Since 2005, Sustainable Living Roadshow has been utilizing the platform of festivals, conferences, colleges and community gatherings to empower individuals and communities with bio-regional solutions for sustainability.

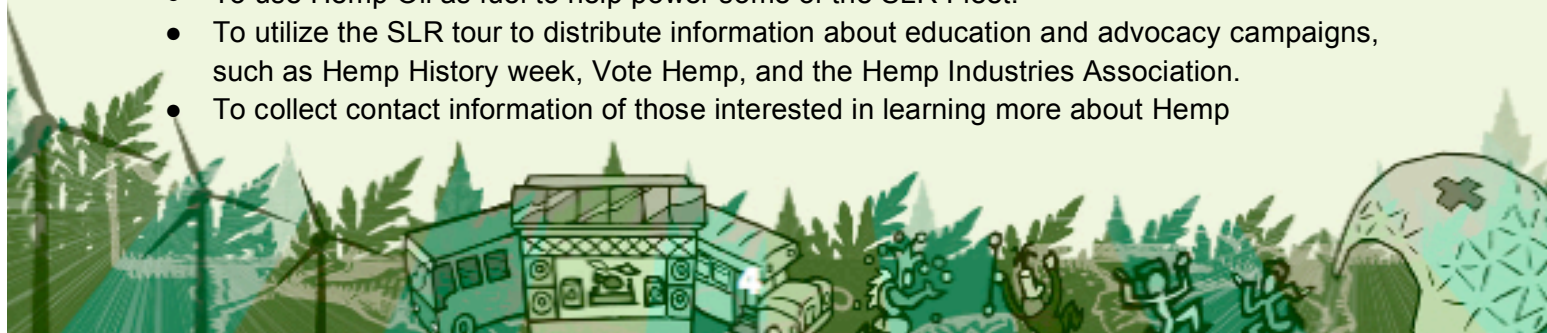
Hemp Hut Vision

For years, SLR has wanted to better promote the benefits of hemp, but have not had capacity to do so effectively. We have worked with many companies that utilize hemp in their foods and clothing, but external education has been lacking. For this reason, we have brought David Piller on board to be our Hemp Education Director.

As one of the attractions traveling with Sustainable Living Roadshow Right2Know Tour, the Hemp Hut will provide attendees an in-depth, multi-sensory introduction to all things Hemp, along with products for consumers to vote with their dollars and tools to get involved in the movement. The booth will be created out of bamboo and built as a star-plated dome, a 5-sided hexagonal shade structure that is beautiful and interesting to the eye. The shade element will be made from Hemp Fabric.

Mission/Intentions

- To create the “Hemp Hut” Education Station with straightforward educational content
 - Hemp’s Global and US History and its different applications
 - Past and Current Hemp Legislation and the work of Vote Hemp.
 - Comparison of Hemp vs other resources and technologies
 - Awareness about Non-GMO, Organic, Etc.
- To give attendees the opportunity to see and/or interact with a wide variety of products from many different companies including food, drink and product samples.
- To provide attendees with the means to send petition letters to their Congress members (hopefully via iPads and/or their smartphones, depending on support raised)
- To present a 30-45 minute Hemp Workshop at all SLR events to engage and inspire attendees.
- To use Hemp Oil as fuel to help power some of the SLR Fleet.
- To utilize the SLR tour to distribute information about education and advocacy campaigns, such as Hemp History week, Vote Hemp, and the Hemp Industries Association.
- To collect contact information of those interested in learning more about Hemp





SLR Request:

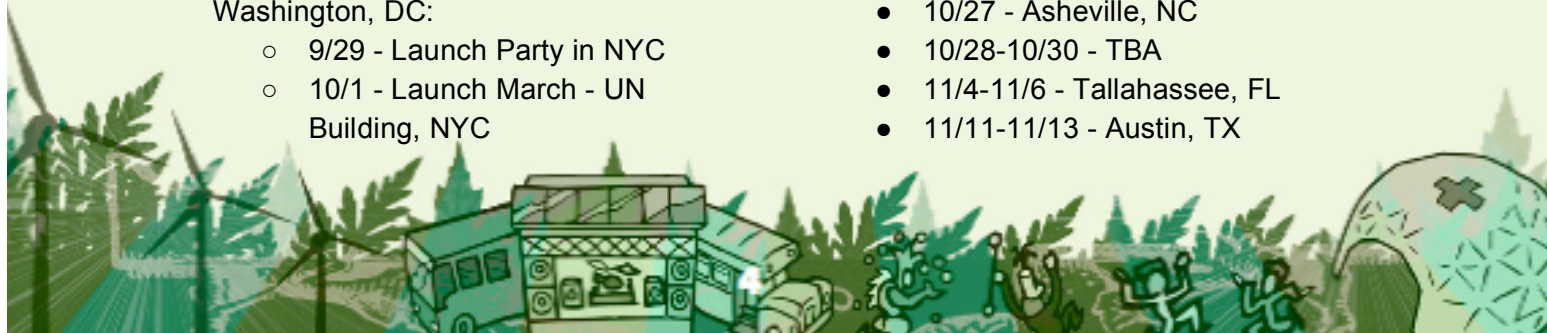
SLR is looking for collaborating partners and sponsors to make this years Hemp Hut successful. SLR would like to showcase, promote, sample and sell products of companies that utilize Hemp. The showcase will be living examples of the diverse uses of Hemp and provide attendees with diverse education materials and hands-on experiences with Hemp and provide consumers with conscious consumer choices. For this, we need a variety of sample products and promotional materials from companies that utilize hemp. Additionally, we would like to promote the different campaigns and education that is going on throughout the world, and need educational and promotional materials from organizations to distribute to our attendees. Lastly, SLR is looking to raise \$10,000 to reimburse ourselves for the booth build out and we are hoping that this cost can be covered through small donations from a variety of companies.

SLR can provide:

- Press Release about the launch of the Hemp Hut and associated companies
- Distribution of samples and promotional materials at all SLR events (over 200,000 direct impressions and over 1,000,000 indirect impressions during the fall tour)
- Company coupon distribution at events, on Facebook and within newsletters
- Company logo on SLR website
- Company logo on SLR Sponsorship boards – (3) 2'x3' boards throughout events
- Promotional pictures and videos for company to use in their own social networks and promotions
- Mention of participating companies in 30-45 minute Hemp Education workshops at all SLR events
- Company logo on 4x6 Hemp Hut promotional cards
- Company logo at the end of Hemp Hut promotional video

Tour Dates and Locations:

- 8/4-8/7 - Outdoor Retailer - Salt Lake City, UT
- 8/18-8/21 - 50th Philadelphia Folk Festival - Philadelphia, PA
- 9/2-9/5 - SteelJam - Bethlehem, PA
- 9/10 - Bicentennial Anniversary, Saugerties, NY
- 9/13-9/28 - TBA
- 10/1-10/16 - Right2Know March - www.right2knowmarch.org - March to demand labeling for GMO's - NYC to Washington, DC:
 - 9/29 - Launch Party in NYC
 - 10/1 - Launch March - UN Building, NYC
 - 10/6-10/7 – Philadelphia, PA
 - 10/14-10/15 - Maryland
 - 10/16 - White House - Washington, DC
 - 10/16 - March Completion Party
- 10/19 - George Mason University, Fairfax, VA
- 10/21 - Athens, GA
- 10/23 - Atlanta, GA
- 10/25 - UNC - Asheville
- 10/27 - Asheville, NC
- 10/28-10/30 - TBA
- 11/4-11/6 - Tallahassee, FL
- 11/11-11/13 - Austin, TX





Groups being proposed for collaboration:

- **American Lime Technology, LLC** - hemcrete and Hemp insulation
- **Capitol Hemp** - DC Hemporium
- **Crucial Hemp** - Hemp boxers
- **Dr. Bronner's Magic Soaps** - Hemp body care
- **EnviroTextiles LLC** - Hemp Textiles, T-shirts, and Tote bags
- **Hemp Industries Association**
- **Hemp Oil Canada, Inc** –bulk Hemp food/fuel for bus
- **Hemp Shield** - Hemp oil wood sealant
- **Hemp Technologies, LLC** –hemcrete building material sample
- **Hemp Traders** - Hemporium- source for Hemp rope, canvas, twine, fiberboard
- **Lancaster Trading House** –Hemp pretzels "Hempzels"
- **Living Harvest** - Hemp Milk, Ice Cream, and Frozen Desserts
- **Liverty Outernational** - Hemp clothing and accessories
- **Manitoba Harvest** – Hemp Milk and foods
- **Nature's Path** - Hemp Plus Granola
- **Nauhaus Institute** -Asheville, NC - 1st Hemcrete walled, Passivhaus Designer
- **Nova Institut** (in Germany) - briefcases, guitar cases, sample Hemp bio-plastics
- **Nutiva** - Hemp Oil, Seed, Protein Powder
- **Ruth's Hemp Foods, Inc** – Vote Hemp bars
- **Satori** - Hemp clothing
- **Vital Hemptations** - Hemp clothing
- **Vote Hemp** - Hemp Legislation
- **Way Out Wax** – Hemp oil candles

Outline of Hemp Hut Educational Content to be displayed:

- **Hemp 101** - Basic Overview w/ pictures/samples of many of the uses for Hemp
- **Hemp Food**
- **Hemp Textiles**
- **Hemp Building Materials**
- **Hemp Bio-Plastics**
- **Hemp Paper**
- **Hemp Fuel**
- **US Hemp History**
- **Hemp's Environmental Benefits**

