



Week of Welcome Orientation Program
Cal Poly State University
Student Life & Leadership

September 1, 2009

FOR IMMEDIATE RELEASE

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WOW Continues to Promote Sustainability Throughout 2009

SAN LUIS OBISPO – In a continuing effort to diminish the Cal Poly Week of Welcome Orientation Program's environmental impact on the community, Week of Welcome is striving towards less paper, food, and material waste in every level of its programming.

WOW sustainability begins with the Week of Welcome Executive Board who has been constantly making decisions throughout the year in favor of more sustainable solutions and practices for training of the WOW leaders and also for welcoming new Cal Poly students.

Educating leaders and new students is a foundational step towards becoming more sustainable. During training, the leaders were encouraged to think sustainably by participating in a recycling drive and accessing supplemental training materials online as opposed to being offered printed materials. The WOW Website has many useful tips and resources for WOW leaders, new students, and their families. Also, there will be informational displays up during the WOW orientation week about ways to be more sustainable during meals and everyday life.

Another aspect of WOW's continued sustainability is eliminating excess paper usage. Last year, WOW replaced its printed schedule booklet of events with an online schedule and posters placed around campus. This year WOW will further limit the paper handed out to new students and the WOWies will receive flash hard drives with information about campus resources that will completely replace the paper packet that was offered previously. Not only will the flash drive help WOW use less paper, but the incoming students can use them in their academic studies as well.

As for the WOW promotional items given to the WOWies, the flash hard drives will be given out with reusable grocery bags and reusable water bottles. Not only will these attempts at sustainability help reduce waste during WOW, but they will also help Cal Poly and the community save money by eliminating excess efforts and costs.

WOW also provides a zero-waste meal for the new students and WOW leaders during the downtown SLO Bound event on Friday of the Week. This is the fifth year of the zero-waste lunch during WOW's SLO Bound event.

Each year, WOW continues to promote the trend of sustainability at Cal Poly by incorporating new ways to market and get information to WOWies and WOW leaders.

For more information about WOW programs, contact Jason at (805) 756-2014.

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