



787 Ninth Ave Suite 2S
New York City, NY 10019

p 212.713.0013
m 646.872.7872

dv@dvGreen.com

Eco-Friendly Parties Make It Easy to be Green

dvGreen Makes Entertaining Beautiful, Stylish and Good for the Planet

July, 2007, New York City, NY—You don't have to sacrifice style to make the planet a better place. This is the philosophy Danielle Venokur lives by and hopes to promote with her sustainable events production company, dvGreen. The new company, which promises fabulous events with a reduced ecological and carbon footprint, offers clients organic food, flowers and table linens—as well as tree-free paper invitations, vegetable-based inks, the donation and composting of leftover food, and more— while creating all the quality and ambiance of an A-List event .

While Al Gore's "An Inconvenient Truth" has taken the nation by storm , Live Earth's seven-continent 07-07-07 concert has united the world in taking action against climate change, and Vanity Fair and other publications continue to promote their Green Issues, finding ways to sustain the environment has proven to be both stylish and socially conscious. "We make behind-the-scenes decisions that maintain the quality of the event while reducing the overall impact on the environment," says Venokur, the owner and founder of dvGreen. "We think parties are essential to life—they allow us to freeze time and commemorate important moments. It just makes sense that these moments be captured in a way that we can be proud of forever."

Located in New York City, the company offers consultation and total production for a wide range of events, including weddings, birthdays, bar/bat mitzvahs, corporate celebrations and non-profit fundraisers. Included is room design and ambience using vintage and/or organic fabrics as well as on-site event management, sourcing and coordination of all vendors. Using her experience as the Event Director and General Manager of NYC-based floral design house L'Olivier, Venokur is an accomplished expert in every aspect of design, style and A-List clientele. She works closely with mentors rooted in the environmental movement to stay abreast of new findings and resources that influence the options dvGreen can offer to its clients.

"I knew that if I wanted to stay happy in this party world I would have to find a way to combine excellence in event design with the latest in sustainable practices," says Venokur. "I think clients should be commended for their desire to have an eco-friendly event. They shouldn't also have to figure out how to do it—That's my job!" Hence the birth of dvGreen— respecting the environment while honoring and creating unforgettable special moments.





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FACT SHEET

Producing Eco-Friendly Events without Sacrificing Style

Whether you are celebrating a personal milestone or throwing a corporate event, dvGreen promises a reduced ecological and carbon footprint along with a stunningly elegant party. By featuring an eco-friendly roster of materials— dvGreen will help you create events you can be proud of forever.

- **Owner/Founder**

Danielle Venokur founded dvGreen in January 2007 after working at one of NYC's premiere floral design houses. Though she does events across the country, she is based in New York, NY.

- **Services**

dvGreen provides sustainable event production and consultation for a range of events including weddings, birthdays, bar/bat mitzvahs, corporate celebrations, product and business launches and non-profit fundraisers. Services include room design and ambiance, on-site event management, and sourcing and coordination of all vendors—including venues, caterers, bakers, calligraphers and printers, florists, lighting and prop rental companies, hotels, beauticians, waste management companies, and security and transportation companies.

- **Client List**

Audemars Piguet, Pepsi, Delgreco & Company, SolarOne, Haute GREEN, Do Something (for the BRICK Awards) and private clients for weddings, birthdays and cocktail and dinner parties.

- **Materials Used**

To make a green party, dvGreen uses pesticide-free, local and/or sustainable flowers, organic and/or local food and beverages, organic and/or vintage fabrics for linens, tree-free or recycled paper and vegetable-based inks for invites and other printed materials, soy wax or led candles, rental and sustainable tabletop pieces, eco-friendly printing for all banners or specialized room décor and carbon offset purchasing to balance greenhouse gas emissions created by the event.





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Danielle Venokur
dvGreen Founder

After graduating from Northwestern University, Danielle worked as a television producer in Los Angeles. Loving the production, but more excited by the logistics, design and creativity of premieres and wrap parties than scripts and story meetings, she decided to move back to her native New York to pursue a career in event production.

Danielle was hired by Olivier Giugni at L'Olivier, one of New York's premiere floral design houses, and soon became the Event Director and later General Manager. Working with A-List New York clientele, she helped grow the event department as well as the company as a whole, and learned a tremendous amount about event design and production.

Danielle's passion for event work has always been rooted in her belief that parties are important. Not only are they just great fun, they are essential. Parties are celebrations of life that allow us to freeze time and honor meaningful milestones. She feels that if we don't mark these moments, we risk losing them forever.

It is this belief, coupled with Danielle's very parallel feeling about the environment (if we don't take care of it, the planet as we know it will also go away forever), that sparked her idea for dvGreen, a company that combines excellence in event design with the latest in sustainable practices.



dwGreen



sustainable event design





EVENT PRODUCTION

dvGreen provides exciting and creative ideas, unmatched attention to detail, and incredible customer service during the design and production of your event. Years of event design for A-List clientele combined with the expertise of an advisory board of environmental professionals come together to bring you the event of your dreams that meets all of your design and eco-desires.



THE OVERALL

EAT: Delicious and elegantly presented organic and/or local foods prepared by top chefs

DRINK: A selection of organic wines, spirits and soft drinks

DESIGN: Overall decor and room design, featuring sustainable elements such as linens, candles, vases, tabletop and furniture rental



THE DETAILS

- ★ Custom design of all event collateral, including invitations, napkins, place cards, menus...
- ★ Custom event website design
- ★ Venue, accommodation, transportation and security sourcing and booking
- ★ Registry and guest gift sourcing
- ★ Natural hair and beauty product recommendations (along with the best stylists)

BLOSSOM: Beautifully designed organic and/or local flowers by renowned floral artists

SHINE: Dramatic lighting, ambiance and professional audio visual services

DANCE: Incredible music to help create any atmosphere, with solar-powered stage and sound available when possible

REMEMBER: Photography and video to make for an everlasting experience



BEHIND THE SCENES

- ★ Eco-friendly production of all event collateral
- ★ Recycling and composting of waste created by the event
- ★ Donation of leftover food
- ★ Purchase of carbon offsets to compensate for greenhouse gas emissions resulting from the event

TYPES OF EVENTS

Just about any event you can conceive of, we have the team and resources to produce. From corporate cocktails, dinners, holiday parties, product launches, meetings, conferences and awards shows to private weddings, birthdays, bar/bat mitzvahs, and anniversaries, dvGreen will work with you to create your desired event. We are based in New York City but work around the globe.

For those Do It Yourselfers who would like some help getting started or find themselves in need along the way, we also offer Event Consultation and On-Site Event Management.

JUST SO YOU KNOW

It's not original, we know, but we do believe that everything in life is a balance. There will be many choices to make along the way, and it is our pleasure – our whole purpose, really – to be there to guide and advise you with educated, informed explanations of all of your options. Our goal is to create a sustainable event for you without sacrificing style, and luckily we have the knowledge and the resources to do just that. And, as a little bonus, we usually all have fun in the process.

