

# Eco-friendly East Coast Radio stand at the House & Garden Show

Issued by [East Coast Radio](#)

17 Jul 2009

East Coast Radio is well known in media circles for its innovative approach to radio and getting in touch with the specific issues and affairs impacting on the lives of listeners. It was for this reason that the station's exhibition stand at the recent East Coast Radio House & Garden Show was made of 90% recycled materials and was designed to promote important educational messages about how visitors could play an active role in saving the environment.



"We made a conscious decision to forgo the usual glitzy, ritzy, full-colour displays typical of marketing exhibits and opted for an environmentally-friendly design that was striking in its simplicity, honesty and educational message," says Nazarene Khan, Marketing Manager for East Coast Radio.

The theme for this year's East Coast Radio House and Garden Show was 'love real life' and reflected the trend of people longing for a simpler way of everyday life, who are returning to authentic basics and the natural world. With families spending more and more time in their homes, they are also seeking out new ideas to make their living space more comfortable, practical and entertaining. In addition, sustainability is becoming a distinct trend as people actively look for ways to minimise their negative impact on the earth - even small adjustments can collectively make a massive improvement.

"Staying true to the recycling ethos, the East Coast Radio stand was entirely designed from recycled materials barring the electrical component, but even then lighting was provided by means of energy efficient CFLs. The stand was also recycled after the show's closure on 12 July. The stand demonstrated how saving the planet can start at home with the little things each one of us can do so easily with a minimum of effort. It pays more than lip service to the concept of taking responsibility for our immediate environment," explains Nazarene.



The stand used only recycled materials and kept embellishment and adornment to an absolute minimum - giving the planet a break from our normal destructive impulses. Visitors were provided with good ideas of changes they could make in their own home to promote green living. "An added fun element of the stand was a demonstration of how fitness training can generate electricity. Visitors to the stand were invited to compete on bicycles to see who could generate the most power.



"R100 000 was also up for grabs and ten lucky winners who visited the stand and completed the entry forms were treated to an entirely guilt-free shopping spree," says Nazarene.

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