

Raise Awareness for Your Button Up Initiatives at the Champlain Valley Fair

The Button Up Vermont initiative was officially launched through the State in 2013. Since then, the program has received wide support from Vermont's leading utility companies, regional planning commissions, nonprofits, businesses, weatherization agencies, and a host of local communities. **Many of the program's successes towards advocacy, information campaigns, and direct community engagement have been the result of local energy committee leadership.**

Public adoption of energy efficiency and weatherization practices, however, continues to be an uphill battle due to limited awareness among the general population. This is not to say that your efforts towards promoting Button Up have fallen short. Quite the opposite is, in fact, the case!

Awareness around weatherization and energy efficiency in the state of Vermont is higher than it has ever been before. **But if we want to achieve our mission** as energy committees to provide leadership, advocacy, and outreach in the areas of conservation, efficiency, and renewable energy, **we have to do more.**

We would like to start the Button Up campaign earlier than October to provide more lead time with contractors before the beginning of the cold weather season. We also believe it is important to find venues where large numbers of Vermonters gather, in order to be able to gain as much interest as possible. Efficiency Vermont has agreed to support this earlier event with materials and staffing.

A New Approach to Promotion in 2023

The Essex Energy Committee seeks to secure a booth at the Champlain Valley Fair taking place from August 25th through September 3rd, but **we need your help** to make this opportunity possible.

After discussing the idea with Shawn Quinn of Champlain Valley Exposition, Inc. (CVE), we were delighted to find that **CVE will gladly provide a space for us to promote Button Up**—that may even include electric vehicle displays—**but only if we can staff the booth for the full 10 days** of the fair. This amounts to 115 hours, in total, that the booth would need staff.

Here's the Scoop

Our seven-member volunteer committee cannot effectively provide this level of staffing. However, if representatives from each of the Chittenden County energy committees would be willing to take shifts, the 115 hours would be much easier to fill. There are 16 Energy Committees in Chittenden County and it would only take a few volunteers from each committee to reach thousands of Vermonters. Mr. Quinn also made clear that **volunteers will get free admission to the Fair and free parking for the event.**

We at the Essex Energy Committee feel that **a Button Up event at the Fair is worth the investment.** From our past experience with weatherization events at the Double E in Essex, we have realized outsized impacts in terms of the number of people reached.

Please contact [Will Dodge](#), [Dorothy Bergendahl](#), and [Daniel Parkins](#) for more information.

Thank you for your consideration. We hope you are willing to join us!
~The Essex Energy Committee