

Greater Washington Green Games

Campaign Concept

Let's have some fun! The Greater Washington Green Games is an exciting new way to think about being green. "How?" you ask – well, through games, of course...all types of games!! The sky is the limit...let's get creative!

The focus of Greater Washington Green Games is to promote fun, interactive games that help people learn and live more sustainable, healthy lives. The Greater Washington Green Games concept allows for the addition of new and exciting games and initiatives to be added throughout the years. This will keep the campaign fresh and allow for us to reach new audiences in a variety of fun and exciting ways.

There is a variety of digital media in which games can be developed, including PC games, mobile games (iPhone, iPad, Nokia, Android-Amazon or Google Play, etc) and via social media (Facebook Game Apps). Some of the types of digital games that could be considered include the [Practically Green](#) platform, green trivia, action and arcade games, adventure games, puzzle games, casino games (bingo, slots, scratch-offs) and much, much more!

Greater Washington Green Games doesn't have to limit itself to online gaming. There are a variety of ways that audiences can be engaged in green games. Some ideas include the following:

- Develop games, trivia, or other entertainment during sporting events such as Nationals, Capitals, and Green Hawks games.
 - The [Green Hawks](#) are a local professional entertainment basketball team that plays in Montgomery County, MD. They identify themselves as the first "green" professional sports team in the country.
- Partner with *Washington Post* to incorporate green games into its regular [KidsPost page](#) - a primary focus being steps families can do together.
- Partner with a variety of organizations to design green games (online or offline) and prizes specifically for their audience. This could include organizations that work with youth, low income residents/communities, diverse cultures, the elderly, and people with disabilities.
 - iPads could be made available at events with partners to provide access to digital games for audiences with limited access to the internet.
- Create a game to take to community events and festivals. If iPad(s) are available it can be an existing digital green game. Offer entry into a raffle to participants that share their email address.
- Providing the ability to download and print some of the online games, like bingo and trivia. Examples of how this could be used include Green Trivia night at the local bar or Green Bingo day at the senior center.