



## **FOR MORE INFORMATION**

Samantha Tillner

German American Chamber of Commerce – Colorado Chapter

C: (720) 629-8708

[samantha.tillner@gacc-co.org](mailto:samantha.tillner@gacc-co.org)

## **The Denver Christkindlmarket Renews Its Commitment to Sustainability After Successful 2022 Efforts**

In celebration of Earth Day 2023 (April 22nd, 2023), The German American Chamber of Commerce – Colorado Chapter (GACC-CO) has recommitted to hosting a robust sustainability program to reduce the environmental impact of the 2023 Denver Christkindlmarket.

Traditionally, the Denver Christkindlmarket serves beverages in mugs and beer steins, popular collector's items that have decreased waste for many years. Last year, the market added the 2022 Ever-Greening sustainability program with the purpose of further reducing waste. This program sought to switch to reusable cups, add a free filtered water station, and replace LED lighting for all decorative lighting decor. These initiatives led to many successes last year:

- 24K single-use cups SAVED
- Approx. 27K 16 oz. water bottles SAVED
- 352 lbs. of waste DIVERTED
- 2.3K lbs. of CO2 ELIMINATED

Samantha Tillner, GACC-CO Executive Director, proclaims, “Last year, in partnership with United Airlines, we launched the Denver Christkindlmarket’s first sustainability program to much success, and we are eager to build on those efforts this year.”

“As Denver’s hometown airline, we applaud the efforts made by the Denver Christkindlmarket to operate an environmentally-conscious event in our city,” said BJ Youngerman, managing director of market strategy at United Airlines. “At United, we’re

passionate about believing the airline industry needs to be bolder when it comes to climate change; that's why we were the first airline to commit to net zero carbon emissions by 2050, without relying on traditional carbon offsets.”

The German American Chamber of Commerce – Colorado Chapter will host the 23rd annual Denver Christkindlmarket from November 17th - December 23rd, 2023, at the Denver Civic Center Park. The Denver Christkindlmarket brings authentic German and European holiday traditions to Denver.

For more information about the Denver Christkindlmarket, please visit the official website at [www.ChristkindlmarketDenver.com](http://www.ChristkindlmarketDenver.com). Or connect with us on our social media platforms:

- Facebook: @DenverChristkindlmarket  
<https://www.facebook.com/DenverChristkindlmarket>
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