



FOR IMMEDIATE RELEASE

2014 GREEN SPORTS ALLIANCE SUMMIT KICKS OFF IN THE BAY AREA JULY 21

600 Industry leaders will gather to discuss creating legacies through sustainability

July 14, 2014 (SANTA CLARA, Calif.) — The Green Sports Alliance heads to the San Francisco Bay Area for the fourth annual Summit, **July 21-23, 2014**. More **than 600 industry leaders** and 90+ speakers will gather to participate in meaningful dialogue around better environmental practices and proven solutions that help advance the green sports movement. Built on the 2014 theme, *Winning Today, Playing for Tomorrow: Creating a Legacy Through Sustainability*, the program will cover the day's most critical topics in professional and collegiate sports greening via a dynamic mix of venue tours, workshops, case study presentations, leadership plenaries, keynotes and networking events.

WHO: The Green Sports Alliance is a nonprofit organization with a mission to help sports teams, venues and leagues enhance their environmental performance. Alliance members represent over 240 professional and collegiate sports teams and venues from 20 different sports leagues.

WHAT: The Green Sports Alliance Summit is the nonprofit's annual gathering which brings together professional and collegiate sports organizations with sports industry leaders and environmental and sustainability thought leaders.

WHY: The sports industry is uniquely positioned to make large-scale impact in the environmental performance of many of our largest public spaces. Sports teams also play a special role in influencing citizens and mobilizing communities to take action. The Summit seeks to highlight better practices for enhancing performance and fostering a dialogue with stakeholders and fans about environmental stewardship.

WHEN: July 21-23, 2014

WHERE: Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, CA 95054

HIGHLIGHTS INCLUDE:

- **July 20 @ 8:00am** | Green Sports Alliance teams with **USGBC & San Jose Earthquakes** for Green Apple Day of Service at the Aptitud Community Academy school garden.
- **July 21 @ 11:00am** | Green Sports Alliance hosts the second annual **Women, Sports & the Environment Symposium**, a participatory dialogue around the role women leaders can have in the development of a more sustainable future - using sports as an instrument of change to address community and environmental issues.
- **July 21 @ 6:15pm** | Sports industry executives **Chris Granger**, President, Sacramento Kings; **Dave Kaval**, Club President, San Jose Earthquakes; and **Chris McGowan**, President & CEO, Portland Trail Blazers discuss the future of the industry and how sustainability is coming into the spotlight.
- **July 22 @ 9:00am** | **James Curleigh**, Global President of Levi's® Brand and EVP, Levi Strauss & Co., provides opening keynote.
- **July 22 @ 9:30am** | San Francisco 49ers CEO **Jed York** and San Francisco Bay Area Super Bowl 50 Host Committee CEO & President **Keith Bruce** join a panel to share sustainability plays that are helping Super Bowl 50 and

the San Francisco Bay Area plan for a lasting legacy.

- **July 22 @ 4:00pm** | Green Sports Alliance honors **NHL Commissioner Gary Bettman** with the 2014 Environmental Leadership Award. NHL Director of Sustainability **Omar Mitchell** will accept the award on the Commissioner's behalf and sit on a panel of industry leaders to share how the League has started on a journey toward greater sustainability.

- **July 23 @ 9:30am** | NHL defenceman **Andrew Ference** joins main stage panel to discuss how sustainability is presenting new opportunities in sports marketing.

Find out more about the 2014 Summit program and speakers at: www.greensportssummit.org.

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