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2014 GREEN SPORTS ALLIANCE SUMMIT MOST SIGNIFICANT TO DATE

650 Industry leaders gathered in the Bay Area to discuss creating legacies through sustainability

July 31, 2014 (Portland, Ore.) — The Green Sports Alliance, a nonprofit that brings sports organizations and environmental experts together to improve the environmental performance of sports teams and facilities concluded its fourth annual Summit late last week. Over **650 industry leaders** gathered in the Bay Area to discuss the greening of the sports industry. Built on the theme **Winning Today; Playing for Tomorrow: Creating a Legacy Through Sustainability** the Summit program presented the latest in expertise from industry frontrunners in the areas of sustainability leadership, composting, renewable energy, marketing, sponsorship, athlete engagement and sustainability reporting to drive better environmental practices and proven solutions that will advance the green sports movement.

Click here to view the 2014 Green Sports Alliance Summit [Highlight Video](#) and the [Image Gallery](#) recapping the three days of informative and inspiring content.

2014 SUMMIT HIGHLIGHTS INCLUDED:

- Sports industry executives **Chris Granger**, President, Sacramento Kings; **Dave Kaval**, Club President, San Jose Earthquakes; and **Chris McGowan**, President & CEO, Portland Trail Blazers took the stage to discuss the future of the industry and how sustainability is coming into the spotlight.
- **James Curleigh**, President of Levi's® Brand and **Jay Coen Gilbert**, Co-Founder of B-Lab and former Co-Founder and CEO of AND1 delivered rousing keynote addresses.
- San Francisco 49ers CEO **Jed York** and San Francisco Bay Area Super Bowl 50 Host Committee CEO & President **Keith Bruce** joined the main stage to share sustainability plays that are helping Super Bowl 50 and the San Francisco Bay Area plan for a lasting legacy.
- On the day following the launch of the [NHL Sustainability Report](#), the first document of its kind produced by a major sports league in North America, the Green Sports Alliance honored **NHL Commissioner Gary Bettman** with the 2014

Environmental Leadership Award. NHL Director of Sustainability **Omar Mitchell** accepted the award on the Commissioner's behalf and joined a panel of industry leaders to share how the League has started on a journey toward greater sustainability. "The National Hockey League family truly is honored," Commissioner Bettman said. "As intensely as our Clubs compete against one another on the ice, all are unified by the commitment to become a more sustainable business, to combat major environmental challenges and to preserve the roots of our game."

- Green Sports Alliance held 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.

- Green Sports Alliance teamed with **USGBC & San Jose Earthquakes** for Green Apple Day of Service at the Aptitud Community Academy school garden.

The 2014 Summit Program and speaker roster is available online at: www.greensportssummit.org.

Announced on the last day of the 2014 Summit, the Green Sports Alliance will head to Chicago for the **2015 Green Sports Alliance Summit**. The fifth annual Summit will be held June 29-July 1 at McCormick Place in Chicago, Illinois. Early Bird Registration is open at www.greensportssummit.org/register.

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About Green Sports Alliance

The Green Sports Alliance is a nonprofit organization with a mission to help sports teams, venues and leagues enhance their environmental performance. The Alliance brings together venue operators, sports team executives and environmental experts to exchange information about better practices and develop solutions to their environmental challenges that are both cost-competitive and innovative. Alliance members currently represent over 240 professional and collegiate sports teams and venues from 20 different sports leagues. Visit www.greensportsalliance.org for more information.

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