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Green Sports Alliance Announces Continued Partnership with UPS to Accelerate Sustainability in the Sports Industry

UPS Sponsors Second Straight Green Sports Alliance Summit

May 20, 2015 (Portland, Ore.) — The [Green Sports Alliance](#) and UPS have teamed for the second year in a row to drive the greening of the sports industry. Today, the Alliance announced the continued partnership with UPS to sponsor its annual **Green Sports Alliance Summit** which will take place **June 29-July 1** at McCormick Place West in Chicago. The Summit is the world's largest and most influential gathering for the sports community to unite around sustainability. The event brings together more than 800 industry stakeholders to learn and share better practices and the latest innovations in greening operations, advancing the supply chain and engaging fans.

"The Green Sports Alliance constantly strives to accelerate advancements in the sport industry. We are excited to have UPS as the Summit Presenting Sponsor for the second year in a row," said Scott Jenkins, Board Chair. "UPS continues to demonstrate its leadership offering innovative solutions that enable more sustainable growth for industry stakeholders, all while reducing environmental impacts. The Alliance is looking forward to expanding its relationship with UPS this year in order to continue to advance industry innovation and collaboration, and the spread of the green sports movement."

A new addition to the Summit will be the **2015 Thought Leadership Forum Delivered by UPS** which will take place on Monday, June 29. The Forum will convene the corporate community, including sports industry vendors, sponsors and partners for an interactive and engaging discussion on how innovation and collaboration across industries can advance the green sports movement. This unique opportunity will bring together stakeholders to share perspectives and insights to move the industry forward.

Aligned values between the Green Sports Alliance and UPS, as well as similar desires for the improvement of the sports industry, provide the foundation for this strong partnership. "We've been advancing sustainability at UPS for more than a decade and are excited to offer what we've learned through our journey to others in the sports sponsorships space," said Ron Rogowski, UPS vice president, global brand and sponsorships. "Sponsoring the Green Sports Alliance Summit again in 2015 gives us an opportunity to elevate our sustainability and sports sponsorships programs and to learn from others in the industry."

This partnership is a further demonstration of UPS's longstanding commitment to sustainability. Using its scope and scale, UPS continuously adapts and optimizes its network to drive more efficient trade and pioneer more sustainable solutions with customers around the world. UPS tests cutting-edge vehicle technologies and alternative fuels in its "rolling laboratory," a fleet of nearly 5,500 alternative fuel and advanced technology vehicles. The company has set a goal of driving one billion miles using this specialized fleet by the end of 2017.

UPS and the Alliance will also be partnering to offer industry thought leadership and content beyond the annual Summit through case studies, webinars and more throughout the year.

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About the Green Sports Alliance Summit

The Green Sports Alliance Summit will be held June 29-July 1, 2015 in Chicago at the McCormick Place West (2301 S. Lake Shore Drive Chicago, IL 60616). For more details on the 2015 Green Sports Alliance Summit including the program, speaker line-up and registration costs, please visit the website: greensportssummit.org

About Green Sports Alliance

The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where we live and play. The nonprofit organization does so by inspiring sports leagues, teams, venues, their partners, and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, species preservation, safer chemicals, and other environmentally preferable practices. Alliance members represent nearly 300 sports teams and venues from 20 different sports leagues and 14 countries. Find out more at www.greensportsalliance.org.

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