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GREEN SPORTS ALLIANCE ANNOUNCES PROGRAM FOR JULY 2014 SUMMIT IN SANTA CLARA

Sports Industry Leaders will Convene in the Bay Area July 21-23 to Discuss Creating Legacies Through Sustainability

March 24, 2014 (Portland, Ore.) — The Green Sports Alliance revealed the 2014 Summit Program early this week. The Alliance's fourth annual Summit, which unites the sports community around sustainability each year, will take place July 21-23, 2014 in Santa Clara, California. The program will feature a dynamic mix of venue tours, workshops, case study presentations, leadership plenaries and keynotes. Built on the 2014 theme *Winning Today, Playing for Tomorrow: Creating a Legacy Through Sustainability*, the conference program will explore topics including existing building renovations, composting programs, onsite energy generation, creating community legacies, marketing and sponsorship, athlete engagement, sustainability reporting and much more. Sports and sustainability leaders will drive the conversations as they explore better environmental practices and proven solutions that will continue to advance the green sports movement.

The 2014 Summit will kick off with sustainability-focused tours of AT&T Park, Levi's Stadium, the new San Jose Earthquakes Stadium, SAP Center, Stanford Stadium and Santa Clara University Recreation Center on Monday, July 21st. The second annual Women, Sports and the Environment Symposium will also take place on Monday, July 21 from 11am-2pm.

Getting into full swing on Tuesday, July 22, the Summit Program features opportunities for industry stakeholders to learn from over 80 leaders at the forefront of the green sports movement. **Among the 60+ confirmed speakers are:**

- **Karen Baebler** | Assistant Director of Athletics for Sports Operations, University of Washington Huskies
- **Keith Bruce** | CEO & President, San Francisco Super Bowl Host Committee
- **James Curleigh** | Global President of Levi's® Brand and EVP, Levi Strauss & Co.
- **Jay Coen Gilbert** | Co-Founder, B-Lab; Former Co-Founder and CEO, AND1
- **Gail Hunter** | VP of Public Affairs & Event Management, Golden State Warriors
- **Omar Mitchell** | Director of Sustainability, National Hockey League
- **Bill Pottorff** | Vice President, Engineering, AEG STAPLES Center & Nokia Theatre

2014 Summit Program sessions include:

Plenary Panels:

- From Tactical to Strategic: Sustainability plays that are helping Super Bowl L and San Francisco plan for a lasting legacy
- The Sports Marketing Perspective: How sustainability is presenting new opportunities
- Accelerating the Conversation: Sports, sustainability & the automotive industry

Breakout Sessions

Case Study Presentations

- The Power of Partnerships: Financial structures, partners and activations that make onsite energy systems work
- Driving Real Change Through Transportation Initiatives & Fan Engagement
- Putting Muscle Behind the Movement: Engaging athletes in green sports
- Playing Like A Team: Engaging key stakeholders to advance collegiate sports greening

Workshops

- Sustainability Reporting: Sharing the commitment and enhancing the message
- Designing & Operating Healthy Buildings: Creating a lasting impact through facility renovations
- Creating & Executing Powerful Community Legacies
- Digging Deeper into Composting: Exploring challenges & successes in program development and execution
- Leveraging the Buying Power: Sustainable purchasing & sourcing at sports venues and events
- Marketing & Sponsorship: Activating the sustainability story

View the latest additions to the 2014 Summit program online: greensportssummit.org/program

Event Details

The Green Sports Alliance Summit will be held July 21-23, 2014 at the Santa Clara Convention Center (5001 Great America Parkway Santa Clara, CA 95054). Registration is open online at greensportssummit.org/register or via phone at [855.740.8417](tel:855.740.8417). Pre-Registration rates are \$375 for single full summit admission, \$325 for groups of 2 or more until March 31, 2014.

Sponsorship opportunities are available. Please contact Ericka Dickey-Nelson at ericka@greensportssummit.org or [503.969.7852](tel:503.969.7852) to inquire.

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About the Green Sports Alliance

The Green Sports Alliance is a non-profit organization with a mission to help sports teams, venues and leagues enhance their environmental performance. Alliance members represent over 230 professional and collegiate sports teams and venues from 20 different sports leagues. Visit www.greensportsalliance.org for more information.

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