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SECOND ANNUAL GREEN SPORTS ALLIANCE SUMMIT CLOSES CEREMONIES IN SEATTLE

Summit Celebrated The Bourgeoning Green Sports Movement & Laid A Road Map For The Future Of The Industry

September 14, 2012 (Seattle) — There was a noticeable air of anticipation last Wednesday as more than 400 leaders from the sports industry gathered in Seattle. But it was not the allure of game day that fueled their excitement— it was a Summit dedicated to making sport a more sustainable endeavor.

The Green Sports Alliance hosted its annual three-day Summit in Seattle, Washington last week (Sept. 5-7) with an agenda packed with leading sustainability experts from both the sports and environmental worlds. Speakers shared their insights, lessons learned, visionary ideas and tools for implementing sustainability initiatives at major league and collegiate sporting events. Representatives from over 50 professional and collegiate teams, leagues and venues were in attendance to learn from and connect with their peers.

"It was an honor to attend the Second Annual Green Sports Alliance Summit on behalf of the NBA," said NBA Community Relations Director Jarian Kerekes. "Meeting leaders throughout various industries and exchanging ideas about green practices was a fantastic experience, and I look forward to continuing our league's work with the Green Sports Alliance to generate awareness for sustainable practices".

The Summit kicked-off with the release of the Natural Resources Defense Council's (NRDC) groundbreaking report entitled [*Game Changer: How the Sports Industry is Saving the Environment*](#). Produced in collaboration with the Green Sports Alliance, the report catalogs a series of never-before-collected case studies that represent past and current innovations and advancements in the greening of the sports industry.

In addition to educational workshops, behind-the-scenes tours of Seattle's iconic stadiums, and a series of inspiring plenary discussions and keynotes, the Summit celebrated the overall achievements of the Green Sports Alliance and honored the contributions of Major League Baseball (MLB) Commissioner, Allan H. (Bud) Selig to the greening of sports through the inaugural Green Sports Alliance Environmental Leadership Award. The award, a custom Dale Chihuly sculpture, was presented to Commissioner Selig at a special dinner event hosted around the diamond at Safeco Field, home of the Seattle Mariners.

"On behalf of the millions of baseball fans who share our objective of protecting our natural resources, Major League Baseball is honored to accept this recognition from the Green Sports Alliance," said Baseball Commissioner Allan H. (Bud) Selig. "I am very proud that our 30 Clubs

have demonstrated a wide-ranging commitment to sustainable practices, and we will continue to strive to set a positive example for all those who love our game.”

Boston Bruins Defenseman and Stanley Cup Champion, Andrew Ference, delivered a compelling keynote on the growing influence of sport in the further advancement of environmental stewardship throughout our cities and communities.

The Green Sports Alliance has enjoyed significant growth since its inception in the spring of 2011 and now boasts a membership base of over 100 teams and venues from 13 leagues across North America. In response to the continued positive feedback for its mission and relevancy of its marquee event, the Alliance announced during the closing remarks that the 2013 Summit will be held in New York City. Further details and dates will be revealed in a future release.

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About Green Sports Alliance Summit

The Green Sports Alliance Summit is a three-day summit designed for leaders from the sports community. The summit uses a mix of stories, case studies, lectures, panels, workshops, and site visits to introduce attendees to a range of thinking and best practices around sustainability that produce bottom line benefits while demonstrating responsible corporate and community citizenship. Please visit www.greensportssummit.org for additional information.

About Green Sports Alliance

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 100 sports teams and venues from 13 different sports leagues. Please visit www.greensportsalliance.org for additional information.