



## FOR IMMEDIATE RELEASE

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### NFL's Jack Groh to receive Green Sports Alliance Environmental Leadership Award For efforts in greening major sports events, including 24 Super Bowls

**June 14, 2017: Portland, OR** – On Wednesday evening, June 28, the Green Sports Alliance will present its annual [Environmental Leadership Award](#) to Jack Groh, director of the National Football League Environmental Program. Under his leadership, [the Super Bowl is now recognized as one of the greenest professional sports events in the United States](#). He also oversees greening for the NFL Pro Bowl and the NFL Draft.

The Environmental Leadership Award is among the most prestigious. It goes to a person who has demonstrated extraordinary leadership: their contribution to environmental sustainability is so influential that it spurs innovation at the team, venue, league, or with fans – and in so doing, advances the entire sports and sustainability movement.

Groh recalls it started back in 1993 with a successful recycling effort for Super Bowl XXVII at the Georgia Dome. Building on that success, he sought another project, and then kept going. “Once we felt we had a good handle on a particular project and its impact,” he said, “we would add another” – about every three seasons or so. That strategy of building to success, then adding new projects, has proven remarkable in its results: under Groh’s vision and leadership, the NFL now has six major initiatives underway, each carrying a number of important sub-projects.

“The NFL has been a leader and major innovator in event sustainability across all professional sports leagues for 25 years and we are committed to push forward each year,” said Groh. “We have developed environmental projects to address the impact of large-scale sports events and to leave a permanent, green legacy in every host community. During all these years, the NFL has never wavered in its support.”

### Past honorees include:

- Andrew Ference, captain and defenseman, Edmonton Oilers (2016)
- Doug Behar, New York Yankees vice president of stadium operations (2015)
- Gary Bettman, commissioner, National Hockey League (2014)
- Christina Weiss Lurie, owner, Philadelphia Eagles (2013)
- Allan H. Bud Selig, commissioner emeritus, Major League Baseball (2012)

The award presentation is the marquis event of the Alliance’s Green Sports Celebration, part of its annual [Green Sports Summit](#). The awards, now in their sixth year, recognize and celebrate the best in sports and sustainability. The [Sacramento Kings and their LEED Platinum-certified Golden 1 Center](#) will play host.

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[www.greensportsalliance.org](http://www.greensportsalliance.org)

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### **Registration is Open for the Summit**

The Green Sports Alliance Summit is the most influential convening of key stakeholders from around the sporting world for the purpose of sharing best practices, inspiring positive change, and improving the communities where we live and play. [Register](#) and learn more at [greensportssummit.org](https://greensportssummit.org)

### **About Green Sports Alliance**

The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play. The Alliance inspires professional sports leagues, sports governing bodies, colleges, teams, venues, their partners and millions of fans to embrace renewable energy, healthy food, recycling, water efficiency, safer chemicals and other environmentally preferable practices. Alliance members now number nearly 500 organizations representing 15 leagues in 14 countries. Visit [greensportsalliance.org](https://greensportsalliance.org) for more information.

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