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**NHL COMMISSIONER GARY BETTMAN NAMED RECIPIENT OF 2014 GREEN SPORTS ALLIANCE ENVIRONMENTAL LEADERSHIP AWARD**

*Commissioner Bettman and NHL to be honored at Green Sports Alliance Summit on July 22, 2014*

**June 26, 2014 (Portland, Ore.)** — The Green Sports Alliance will honor NHL Commissioner Gary Bettman with the 2014 Green Sports Alliance Environmental Leadership Award for his visionary work and guidance in establishing NHL Green and promoting sustainable business practices across the League. The award presentation will take place at the 2014 Green Sports Alliance Summit on Tuesday, July 22<sup>nd</sup> in Santa Clara, CA.

The Green Sports Alliance Environmental Leadership Award is presented to a member of the sports industry who has demonstrated leadership and has provided significant contributions to environmental sustainability. The award is voted on by the Green Sports Alliance Board of Directors, which is comprised of representatives from professional sports organizations, leading environmental nonprofits and other organizations affiliated with the sports industry.

"The National Hockey League family truly is honored," said NHL Commissioner Gary Bettman. "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."

Established by Commissioner Bettman in 2010, with support from the Natural Resources Defense Council (NRDC), NHL Green is the comprehensive, high-impact environmental sustainability initiative of the NHL. The initiative is spurred by five goals: tracking impacts; reducing energy, waste and water; offsetting impacts; supporting environmental programs; and inspiring environmental progress. Working together with NHL Clubs, the League has started on a journey toward greater sustainability. As an industry first, the NHL will release an environmental report that documents sustainability-oriented initiatives of the League, Clubs and partners at the Green Sports Alliance Summit in July.

"The NHL is the first professional sports league to develop and release a sustainability report," said Green Sports Alliance Executive Director Martin Tull. "Commissioner Bettman's demonstrated leadership with the production of this historic report, along with all NHL Green programs and initiatives, has significantly contributed to the growth of the green sports movement. The League's efforts to track and measure the environmental impact of the NHL is not only helping to combat environmental concerns that impact the sport, but is also setting a great example for the entire sports industry."

NHL Director of Sustainability **Omar Mitchell** will accept the Environmental Leadership Award on Commissioner Bettman's behalf at the Santa Clara Convention Center on July 22, 2014 at 4:00pm. Following the award presentation, **Mitchell**, three-time NHL All-Star & Hall of Famer **Michael Richter**, Vancouver Canucks Executive Vice President and Arena General Manager **Michael Doyle**, and NRDC Senior Scientist **Dr. Allen Hershkowitz** will join SportsBusiness Journal Executive Editor **Abraham Madkour** for a special panel discussion on the greening of the NHL.

For the third year, the Alliance is honored to offer the award of Studio Edition artwork by renowned artist Dale Chihuly to Commissioner Bettman.

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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. The NHL became a partner of the Green Sports Alliance in June 2011. Since launching in March 2011 with 6 professional teams, including the NHL's Vancouver Canucks, and 5 venues as founding members, the Green Sports Alliance has grown to over 240 teams and venues, from 20 different sports leagues. Currently, 13 NHL teams have joined the Alliance. Visit [www.greensportsalliance.org](http://www.greensportsalliance.org) for more information.

### **About the Green Sports Alliance Summit**

July 21-23, 2014 | Santa Clara, CA

The annual Green Sports Alliance Summit serves as a platform for the sports community to unite around sustainability – bringing together more than 600 industry stakeholders to learn from 80+ leaders and engage their peers in meaningful dialogue around better environmental practices and proven solutions that help to advance the green sports movement. The 2014 program will cover the day's most critical topics in professional and collegiate sports greening via a dynamic mix of workshops, case study presentations, leadership plenaries, keynotes and venue tours. Held in the tech capital of the world amongst many iconic professional and collegiate sports teams, the 2014 Summit is poised to be a highly informative and influential gathering. For more details on the 2014 Green Sports Alliance Summit including the program, speaker line-up and registration costs, please visit the website: [www.greensportssummit.org](http://www.greensportssummit.org).

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