



FOR IMMEDIATE RELEASE

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**Green Sports Alliance gathers game-changers in Chicago
to advance sustainability in sports**

300 teams, venues share greening initiatives at Green Sports Alliance Summit

CHICAGO (June 29, 2015) – The Green Sports Alliance is hosting its fifth annual [Green Sports Alliance Summit](#) in Chicago June 29-July 1. The international event features the most prominent professional and collegiate sports teams and venues across the NHL, NFL, NBA, MLB, MLS and NCAA, and the latest thinking around greening the sports industry and engaging fans through environmental stewardship.

“Sport is a universal language, a cultural platform that inspires hundreds of millions of people worldwide, and motivates them beyond the game as well,” said Dr. Allen Hershkowitz, co-founder and president of the Green Sports Alliance. “This event brings together 800 of the most influential partners in sports to unite around sustainability, take action and share their story with fans.”

A poll commissioned by the Green Sports Alliance indicates more than 80 percent of sports fans express concerns about the environment and nearly 60 percent expect teams and leagues to use environmentally preferable practices. This year's Summit theme, “Growing the Team: Engaging Fans through Sustainability,” focuses on one of most significant aspects of taking the sports greening movement beyond the arena and into the greater community at large.

Sports leaders recognize the profound impact their operations have on the environment and the global supply chain—from where they source their food to how they dispose of game-day waste.

“The sports greening movement is experiencing momentum like never before,” said Andrew Ference, captain and defenseman for the Edmonton Oilers and summit keynote speaker. “The collective desire to make a difference is why so

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many teams are leveraging sustainability as a powerful component in engaging our fans. It is really exciting that we get to work hand-in-hand around the common goal of better protecting the world we live in, for today's generation and the next."

The Summit explores the most current developments in sustainability and sports, including how teams and venues are achieving advancements in energy efficiency, renewable energy, water conservation, waste management, healthy food, greener facility management and fan education. Highlights from this year's program include:

- NHL Sustainability Symposium honoring the fifth anniversary of NHL Green, the league's comprehensive environmental sustainability initiative (Monday, June 29)
- Women, Sports and the Environment Symposium (Monday, June 29)
- "Champions of Game Day Food" Report release at the "Growing Healthier Communities: More Sustainable Food Plays in Sports" Plenary (Tuesday, June 30)
- Green Sports Celebration at Soldier Field with special guests Prince Ea and Shawn Heinrichs (Tuesday, June 30)
- "Greener Cleaning Playbook" release at the "Better Places to Play: Creating Healthier Venues for Athletes and Fans" Workshop (Wednesday, July 1)

The Green Sports Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where we live and play. Members of the Alliance have saved millions of dollars and avoided the release of millions of tons of carbon emissions. View the full Summit agenda at www.summit.greensportsalliance.org.

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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 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. Visit www.greensportsalliance.org for more information.

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