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Green Sports Alliance Co-Founder & President Allen Hershkowitz Recognized on SportsBusiness Journal's "50 Most Influential" List

Hershkowitz makes the list of top executives moving needle in the preeminent sports industry trade publication

PORTLAND, ORE (December 9, 2015) – Released this week, the [SportsBusiness Journal's Annual 50 Most Influential People in Sports Business List](#) recognizes Green Sports Alliance Co-Founder and President among those most influential executives who are determining the future direction taken by the sports business industry. Sharing the list with all of the top professional sports league commissioners, Allen Hershkowitz is recognized for his leadership ushering in the sports greening movement.

"Allen's influence in the environmental community is well-documented, as is his visionary approach to leveraging the tremendous power of sports to promote positive change," NHL Commissioner Gary Bettman said. "We are grateful for Allen's continued support of our environmental sustainability platforms, which help keep the air clean and the ponds frozen for future generations, and we congratulate him on this well-deserved recognition."

Throughout his influential career, Hershkowitz, former Senior Scientist and Sports Program Director at the Natural Resources Defense Council (NRDC) and Co-Founder of the Green Sports Alliance, has led the movement to take environmental stewardship mainstream by collaborating with iconic organizations including professional sports leagues and major entertainment groups.

"We are thrilled to see Allen receive this well-deserved honor and recognition," said Scott Jenkins, Board Chair of the Green Sports Alliance and General Manager of Mercedes-Benz Stadium. "Allen is a change agent who was instrumental in developing the very concept of sports greening. His presence on this list reflects his industry leadership, the significance of the sports greening movement, and the continued opportunity to help protect the environment and strengthen our communities by greening the sports industry."

Also making the list is Peter Guber, Golden State Warriors Owner and Green Sports Alliance Board Member.

The Green Sports Alliance has grown rapidly since it was established five years ago, demonstrating the sports industry's commitment to responsible environmental stewardship. The organization today works with over 300 teams, venues, events and universities from 20 different leagues, including MLB, MLS, NASCAR, the NBA, the NHL, the NLL, USTA, WNBA.

As this recognition is announced, Hershkowitz is in Paris representing the Green Sports Alliance at COP21 where he is joined by sports industry representatives from throughout the world to showcase

the sports industry's collective concern and effort around the urgent need to address climate change. [Click here to find out more about the Green Sports Alliance at COP21.](#)

The Green Sports Alliance is based in Portland, Oregon. Visit www.greensportsalliance.org for more information.

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 to learn more, follow on Twitter at [@SportsAlliance](#) and join the global conversation at [#GreenSports](#).