



## Press Release

### For Immediate Release

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### **Philadelphia Eagles Join the Green Sports Alliance**

Leader in 'sports greening' will be a featured presenter at the 2012 Green Sports Alliance Summit

July 18, 2012 (Portland, OR) – The **Green Sports Alliance**, an unprecedented collaboration among teams, venues and leagues dedicated to the greening of the sports industry, announced today that the **Philadelphia Eagles** have joined as a Member Team. Under the leadership of owners Jeffrey and Christina Lurie, the Eagles and Lincoln Financial Field have spearheaded the movement 'to green' professional sports. The Eagles demonstrated their commitment to improve the team's impact on the environment with the development of the Go Green Initiative in 2003. Since then, the team has continuously confirmed their leadership on and off the field, through various recycling, conservation, responsible purchasing, renewable energy, and fan engagement programs. Joining the Alliance illustrates the Eagles' further dedication to amplifying the impact of their environmental work beyond Lincoln Financial Field and Philadelphia.

"We are pleased to become a member of the Green Sports Alliance," said Eagles President Don Smolenski. "This is a great opportunity for us to further support the greening of the industry by sharing our ideas and experiences while also learning from other organizations who share similar goals."

With representation from 13 leagues and more than 100 sports teams and venues, the Green Sports Alliance looks forward to the valuable leadership, experience and energy the Eagles will bring through their new membership.

"We're thrilled to be working with the Eagles," said Green Sports Alliance Membership Director David Muller. "Our members stand to gain a great deal from the Eagles' success with waste diversion and renewable energy programs, among others. They're a recognized leader in the field."

Along with becoming members of the Alliance, the Eagles will present at the **2012 Green Sports Alliance Summit, September 5th-7th in Seattle, WA**. Leonard Bonacci, Director of Event Operations will highlight the innovative energy, waste and water conservation strategies used by the Philadelphia Eagles.

[A better way to play.](http://www.greensportsalliance.org)

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# GREEN SPORTS ALLIANCE

The Eagles will also be joining the Alliance as participants at the **White House Sports and Sustainability Forum, Thursday, July 19, 2012 in Washington, D.C.** The White House is hosting the event to amplify the environmental sustainability work already being done and facilitate a conversation about how the Administration can continue to assist ballparks and industry stakeholders with their efforts.

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**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 13 sports leagues and more than 100 sports venues and teams. Please visit [www.greensportsalliance.org](http://www.greensportsalliance.org) for additional information.

**About Green Sports Alliance Summit:** The Green Sports Alliance Summit is a three-day event designed for leaders from the sports community. The summit uses a mix of stories, case studies, lectures, panels, breakout groups, and site visits to introduce the participants to a range of thinking and best practices around sustainability that produce bottom line benefits, while demonstrating corporate responsibility and community citizenship. The 2012 Summit is September 5th-7th in Seattle, WA. Please visit <http://www.greensportssummit.org/> for more details on the event.

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