

2012 Indianapolis Super Bowl Host Committee's 1st & Green Initiative Makes Impact

Efforts Save More than Two Million Gallons of Water and 1.3 Million Pounds of Carbon

January 17, 2012

Indianapolis – *The 2012 Indianapolis Host Committee's 1st & Green initiative has concluded its environmental challenge competition encouraging conservation of water and energy. The program, which included both individual and group participants, collectively achieved a savings of 2,330,245 gallons of water and offset more than 1,389,482 pounds of carbon.*

Participants were encouraged to document changes or modifications in personal behaviors which resulted in water conservation and carbon offsets, including modest efforts such as turning off the water when you brush your teeth and carpooling to work. Weekly updates were tallied on line with formulas calculating estimated savings for each group or participant. Those who achieved the highest levels of savings will be recognized on the Super Bowl Village stage on January 29. More than 1,000 individual households were registered as well as 32 competing groups in the team category.

"Congratulations to the winners who exemplify the goal of our environmental programs, encouraging long term choices and activities which will continue to benefit our communities in the years to come," said Tony Mason, senior vice president of the Super Bowl Host Committee. "Thousands of people all across the state have stepped forward to plant trees, initiate recycling efforts, implement environmental education programs, and personally conserve water and energy in conjunction with our 1st & Green programs. We salute each of them for their leadership and contributions."

Winners of the 1st & Green Challenge in each of the six categories are:

Water Savings:

§ *K-12 schools: Green Bulldogs (6-8th grade students at Centerville/Abington Jr. High)*

§ *Business: Hilton Garden Inn, Indy Downtown*

§ *Not-for-profit: Hancock County Athlete Leadership Program (ALPS)*

§ *Government: Indianapolis Airport Authority*

§ *Individual: Penny Ausmus*

§ *Other: IUPUI Housing and Residential Life (HRL)*

Carbon Savings:

§ *K-12: Lyfe 4 Green (9th-12th grade students at Centerville Senior High School)*

§ *Business: August Mack Environmental*

§ *Not-for-profit: Keep Indianapolis Beautiful*

§ *Government: Indianapolis Airport Authority*

§ *Individual: David Hughes*

§ *Other: Naptown Roller Girls*

Beyond the website, 1st & Green initiatives completed to date in support of Super Bowl XLVI include:

§ *Collecting approximately 50,000 pounds of electronics for recycling, ending with a hugely successful post-Christmas drop-off at the Indianapolis Zoo;*

§ *Exceeding the goal of 2,012 Trees planted on the Near Eastside, with 2,876 trees planted under the guidance of Keep Indianapolis Beautiful;*

§ *Implementation of 61 community environmental projects by volunteer "Green Corps" members, state-wide high school students nominated by their schools as environmental leaders (list attached);*

§ *20 videos with environmental tips, created by Green Corps students, are online at www.1standgreen.com;*

§ *Community tree plantings in Ft. Wayne, Goshen, Evansville, Richmond, South Bend and Centerville in conjunction with local students and environmental organizations;*

§ *"Clean and Green Day" which coordinated hundreds of volunteers on a single day to assist with maintenance activities at 32 Indy Parks last October.*

Upcoming environmental efforts by 1st & Green include:

§ *Expanded recycling efforts at Lucas Oil Stadium, the Huddle, and the Super Bowl Village led by Republic Services. Additionally, a recycling program for several downtown restaurants will be coordinated by Super Bowl Recycling Team volunteers;*

§ *Host Committee volunteers may participate in a Zero Variance Clothing Drive by donating gently used clothing when they pick up their volunteer uniforms in the coming two weeks. Donations will be coordinated by Goodwill and correlating vouchers shared with clients of the Shepherd Community Center on the Near Eastside. Donations of new shoes will also be shared with Samaritan's Feet;*

§ All volunteers are also encouraged to join the Host Committee's "Green Team," by signing a pledge to embrace several environmentally-friendly actions. "Green Team" volunteers will be awarded special 1st & Green pins for their uniforms;

§ Collection of thousands of pounds of unserved food by Second Helpings, which provides training programs for culinary preparation, and whose nutritious meals will be shared with shelters, daycares, and other organizations in the Greater Indianapolis area;

§ [Park and Ride](#) services to downtown from three locations to minimize traffic and environmental impacts;

§ Coordinated material reuse and recycling of game-related items such as posters, fence wrapping, building materials, furniture and other items used in the host committee's planning efforts and game day activities to local not for profit organizations.

The NFL's Super Kids, Super Sharing program also demonstrates the broad reach of reuse and community cooperation on Thursday, January 19 when more than 130 schools will participate in donating new/gently used sports equipment and school supplies to needy students in Central Indiana. Public and private schools have joined in the effort which is hosted by Martin University. (Media is invited.)

About the 2012 Indianapolis Super Bowl Host Committee: The purpose of the 2012 Indianapolis Super Bowl Host Committee, as defined by the NFL, is to centralize the planning and execution of the 2012 Super Bowl through one entity to ensure coordination of all efforts and community resources. The Host Committee serves as an extension to the National Football League in the local community, as the city's ambassador to incoming Super Bowl fans, guests, and corporations, and as a manager of local resources such as city services, event venues, accommodations, and thousands of volunteers. For more information, visit:

<http://www.IndianapolisSuperBowl.com>.

***Additional **1st & Green** updates and information can be found at <http://www.1standgreen.com>. Photos and b-roll are available of many of the 1st & green project initiatives.