

The Indiana Recycling Coalition Thanks Donors Who Supported the Outstanding 2012 Super Bowl Recycling Program

Recycling Results Tell the Story

March 15, 2012

Indianapolis, Indiana - After 2 1/2 years of planning, the recycling initiative of the 2012 Indianapolis Super Bowl Host Committee was clearly a great success.

Carey Hamilton, Executive Director of the Indiana Recycling Coalition and Co-Chair of the 2012 Indianapolis 2012 Super Bowl Host Committee Environmental Programs Committee notes that, "As a result of a comprehensive planning process, a dedicated recycling committee, top notch Host Committee staff and support from the private sector, the Indianapolis Super Bowl saw more recycling than any Super Bowl in history."

"Private sector donations from the Alcoa Foundation, Petoskey Plastics, Greencycle and Eco-Safe Zero Waste helped make the volunteer-run off-site event recycling, the village restaurant recycling and the food waste compost demonstration possible," continued Hamilton.

The numbers speak for themselves. A total of 144.03 tons of recyclables materials were picked up by Republic Waste Services from Super Bowl-related venues between January 23 and February 9, 2012, including Lucas Oil Stadium, the NFL Experience/Indiana Convention Center, the Super Bowl Village, the ESPN facility, Bankers Life Fieldhouse, and NFL Compounds.

An additional 19,000 pounds of recyclables, primarily cardboard and paper were collected by RecycleForce from the Host Committee office and the volunteer uniform distribution facility.

38 bags of recyclables were also collected at several community events surrounding the big game.

Donations to support this comprehensive recycling effort were made by the following companies:

- **The Alcoa Foundation** - provided ClearStream recycling containers for use at Super Bowl Host Committee events located outside Super Bowl Village as well as additional supplies used by recycling volunteers in Super Bowl Village during the ten days the Village was open.
- **Petoskey Plastics** - donated Greencore recycled content plastic bags to hold recyclables.
- **EcoSafe Zero Waste** - donated compostable bags to hold compostable food waste.
- **Greencycle** - donated composting services.

The Indiana Recycling Coalition commends its private sector partners who gladly stepped up to support the greening of Super Bowl XLVI!