



2009 MLB All-Star Week Greening Fact Sheet

As part of Major League Baseball's ongoing commitment to environmental stewardship, MLB has partnered again with the Natural Resources Defense Council (NRDC) to help ensure that the 80th Annual All-Star Game and All-Star Week 2009 incorporates environmentally intelligent features. The responsible effort includes:

Energy – In an effort to reduce All-Star's carbon footprint, the 2009 MLB All-Star Game, State Farm Home Run Derby, Taco Bell Legends & Celebrity Softball Game, and XM All-Star Futures Game will be powered by wind energy supplied by AmerenUE Pure Power. The electricity used at Busch Stadium over the three days of scheduled events will be offset by wind energy certificates purchased from Missouri-based wind farms. MLB's green power purchase will avoid an estimated 287 metric tons—or 633,312 pounds—of carbon dioxide emissions from entering the Earth's atmosphere. This is the equivalent of the CO₂ emissions from the electricity use of 39.8 average American homes for one year.

Recycling – Prominent recycling programs will be incorporated into all events. "MLB Green Teams" will be at All-Star events collecting recyclable materials to supplement existing recycling programs. Over the three events at Busch Stadium over 100,000 plastic bottles of beer, soda and water will be sold. The MLB Green Teams hope to recycle as many of those bottles as possible. In total, MLB and the Cardinals target to recycle 20 tons of plastic, cardboard and paper which represents about 25% of the total amount of the trash generated during the All-Star events at Busch Stadium.

"Green" Red Carpet – The red carpet used in the All-Star Game Red Carpet Show presented by Chevy will be made from 100% recycled fiber content. 100% of the electricity used to produce the carpet comes from renewable solar and wind energy. After its use, the red carpet will be taken back by the manufacturer, Bentley Prince Street, to be recycled through their carpet ReEntry 2.0 carpet reclamation program, which will result in the carpet being diverted from the landfill.

Transportation – MLB Staff will use Chevy Flex Fuel vehicles during All-Star Week. Chevy will also provide Flex-Fuel vehicles for players and their families for the All-Star Red Carpet Show presented by Chevy.

Community – Using eco-friendly materials, MLB will lead a team of volunteers to refurbish a local Boys & Girls Club and community garden. To promote eco-education, volunteers will paint a mural with an eco-awareness theme.

Awareness – MLB.com will feature eco-tips and other information about what fans can do. MLB will leverage its integrated marketing platforms for "Green" messaging, including: PSAs promoting our NRDC partnership; in-stadium signs and the 2009 All-Star Game Program.

Materials – Environmental attributes were prioritized when selecting All-Star Game paper for invitations, tickets, programs, etc. The majority of collateral materials include a minimum of 30% postconsumer recycled content. Bio-based products were used for food service items such as cups at MLB hospitality events. At Busch Stadium all restroom tissue are made from 100% post-consumer content keeping renewable resources out of the waste stream.