

2008 MLB All-Star Week Greening Fact Sheet

Major League Baseball partnered with the Natural Resources Defense Council (NRDC) to help ensure that the 79th Annual All-Star Game and All-Star Week 2008 was MLB's most environmentally proactive event to date. The comprehensive effort included:

 **Energy:** In an effort to reduce All-Star's carbon footprint, the 2008 MLB All-Star Game, State Farm Home Run Derby and DHL All-Star FanFest were powered by renewable wind energy supplied by Community Energy. Vehicle travel in the All-Star Game Red Carpet Parade presented by Chevy and international travel for MLB guests was offset by credits purchased from Bonneville Environmental Foundation.

 **Recycling:** Recycling programs were incorporated into all events. "Green Recycling Teams" of NRDC volunteers were at All-Star events collecting recyclable materials to supplement existing recycling programs. According to NRDC, the Green Teams' work at the Major League Baseball All-Star Concert presented by Bank of America starring Bon Jovi in Central Park was the largest public recycling event in the history of New York City.

 **"Green" Red Carpet:** The red carpet used in the All-Star Game Red Carpet Parade presented by Chevy was made from 100 percent recycled fiber content. 100 percent of the electricity used to produce the carpet came from renewable solar and wind energy. After its use, the red carpet was taken back by the manufacturer, Bentley Prince Street, to be recycled through their ReEntry 2.0 carpet reclamation program, which resulted in 45,000 lbs of carpet being diverted from the landfill.

 **Reusable Eco-Totes:** 240,000 reusable All-Star totes made from 80 percent postconsumer recycled content were handed out to fans in eight cities. The totes included eco-tips to encourage fans to be more environmentally-friendly.

 **Transportation:** MTA public bus transportation shuttled fans in cleaner hybrid buses to DHL All-Star FanFest at the Jacob K. Javits Center from Grand Central Station and Penn Station from Friday, July 11 – Tuesday, July 15. MLB staff used Chevy Silverado hybrid vehicles during All-Star Week.

 **Community:** An Eco-Play® playground was constructed of approximately 98 percent post-consumer recycled HDPE plastic from 22,000 recycled milk jugs. The playground surface was made from a mixture of rubber granules and 1,100 recycled tires.

 **Awareness:** Fans were given 50,000 NRDC eco-tips wallet guides suggesting simple steps to take to be more environmentally friendly. Tips and additional environmental information were available on MLB.com as well as in the Official 2008 All-Star Game Program. A public service announcement with Derek Jeter and other All-Stars was shown in-stadium during Taco Bell All-Star Sunday, State Farm Home Run Derby and MLB All-Star Game directing fans to NRDC.org.

 **Materials:** Environmental attributes were prioritized when selecting All-Star Game paper for invitations, tickets, programs, etc. Most materials included 10–90 percent postconsumer recycled content. Bio-based products were used for food service items such as cups at MLB hospitality events as well as at Yankee Stadium concessionaires.

