



FOR IMMEDIATE RELEASE

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## **NFL, PEPSICO AND U.S. BANK STADIUM PARTNERS INCLUDING ARAMARK, SMG AND THE MINNESOTA SPORTS FACILITIES AUTHORITY TEAM UP TO SCORE FIRST ZERO WASTE LEGACY PROJECT AT SUPER BOWL LII**

***“Rush2Recycle” Will Intercept Waste at U.S. Bank Stadium, Home of the Minnesota Vikings***

***Project Aims to Set New Standard for Recycling and Waste Management at Future Large-Scale Events***

The NFL, in partnership with PepsiCo, Aramark, U.S. Bank Stadium and the Minnesota Sports Facilities Authority, today announced ***Rush2Recycle***, a game plan to recover more than 90% - more than 40 tons - of stadium waste at **Super Bowl LII** on **Sunday, Feb. 4**. After months of preparation to eradicate trash materials from the stadium, the 90%+ gameday goal will maximize recycling and composting. This zero waste effort aims to leave a positive green legacy at U.S. Bank Stadium and in the Super Bowl host city, and create a playbook for other leagues, teams, site operators and fans to intercept waste in their communities.

On gameday, every chef, custodian and fan will be part of the team working to recover at least 90% of stadium waste by recycling bottles and cans, composting organic materials like food waste and service ware, and repurposing items like discarded handbags, signage and construction materials through local community organizations. ***Rush2Recycle*** staff will encourage stadium fans to recycle and compost. Through this process, stadium partners introduced a tri-bin waste collection system, invested in a dedicated organics compactor and implemented a detailed post-game waste sort to insure each waste stream is contaminant-free. This work will leave a lasting impact after the final whistle, as the stadium's waste diversion infrastructure will be permanent installations at U.S. Bank Stadium, helping protect the environment and reduce waste hauling costs.

“The NFL is a responsible steward of the environment in all areas of our business,” said NFL Commissioner **ROGER GOODELL**. “For 25 years, the NFL has strived to reduce the environmental impact of its events and leave a positive green legacy in host communities. Through this project, the League and its partners hope to set a new standard of environmental sustainability at the Super Bowl.”

The effort will also engage fans nationwide, inviting them to join the ***Rush2Recycle*** team and providing tips to recycle more and intercept waste at Super Bowl parties and year-round. PepsiCo and the ***Rush2Recycle*** ambassador - Super Bowl XL MVP and Pittsburgh Steelers Legend **HINES WARD** - are launching a social media campaign to showcase recycling MVPs across the country, and inspire fans to tackle waste in their communities. Ward will be sharing his own recycling end zone dance, the ***Rush2Recycle*** Shuffle, which will be made available at [www.Rush2Recycle.com](http://www.Rush2Recycle.com), along with tips and other resources.

“At PepsiCo, we know that developing more sustainable packaging and reusing and recycling materials are key to sustaining our success in the long-term, both as a company and as a society,” said PepsiCo Chairman & CEO, **INDRA NOOYI**. “And we could not be more thrilled to join this groundbreaking effort. There’s no grander stage in all of American sports than the Super Bowl, and we look forward to working

with our partners at the NFL, Aramark, and U.S. Bank Stadium to shine a spotlight on the critical importance of recycling and waste reduction.”

“The Minnesota Sports Facilities Authority is proud of the hard work and dedication put forth by all stadium partners to build a sustainable, zero-waste program for U.S. Bank Stadium. This dedication echoes the State of Minnesota’s commitment to reducing our carbon footprint and building an operation that is friendly to our environment,” said **MICHAEL VEKICH**, Chair of the Minnesota Sports Facilities Authority, owner of U.S. Bank Stadium. “We’re excited to be working with the NFL and PepsiCo to officially kickoff our zero-waste initiative, an operational program that will leave a lasting impact on our facility for years to come.”

“Aramark takes great pride in championing innovations that positively impact the communities we serve while inspiring others to make a difference,” said **ERIC J. FOSS**, Chairman, President & CEO of Aramark. “As U.S. Bank Stadium’s food and beverage partner, we are excited to be at the forefront of collaborating with the NFL and its partners to implement our industry-leading waste minimization practices and create a sustainable game day environment that will also benefit Minneapolis far beyond Super Bowl LII.”

This project brought all key stakeholders in the Minneapolis community together with one goal in mind – a dramatic reduction in waste on an ongoing basis leading up to and following Super Bowl LII. The Minnesota Sports Facilities Authority, the stadium’s operator SMG, and Aramark have worked diligently to create and implement a robust set of waste initiatives aimed at reducing the overall amount of landfill waste. In addition to the partners listed above, Minnesota Vikings leadership teams, recycling officials from Hennepin County, executives from waste hauler Republic Services and community outreach staff from the Minnesota Super Bowl LII Host Committee provided support for this initiative. Since June 2017, U.S. Bank Stadium partners have increased the stadium’s diversion rate by roughly 55%, reaching a high of 83% by January 2018. Achieving zero-waste (90% waste diversion) at Super Bowl LII will be an accomplishment that all partners have worked together to achieve.

For more than 25 years, the NFL has been the leader in sports event sustainability; creating the first significant stadium solid waste recycling project in America at Super Bowl XXVIII in Atlanta in 1994. The NFL and the Minnesota Super Bowl LII Host Committee developed a series of initiatives to reduce the environmental impact of Super Bowl LII activities and leave a “green” legacy throughout the area. Through the NFL Environmental Program, solid waste from Super Bowl events is being recycled and leftover décor and construction materials will be donated to local organizations for reuse and repurposing. Tens of thousands of pounds of unserved, prepared food from Super Bowl events will be distributed to local shelters and community kitchens. U.S. Bank Stadium, the site of Super Bowl LII, and several other major NFL Super Bowl event venues will be powered using “green energy” to reduce the climate impact of Super Bowl events. A Super Bowl E-waste event was held in October and diverted 42,081 pounds of E-waste from the landfill for responsible recycling. The NFL’s Super Bowl urban forestry program planted more than 12,000 trees, 4,000 native plants and 8 pollinator gardens in Minnesota. On Thursday, Jan. 18, more than 100 local schools joined in a community initiative called *Super Kids-Super Sharing* which put books, sports equipment and school supplies into the hands of local children in need.

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**About the NFL Environmental Program:** As a leader in the community, the NFL is a responsible steward of the environment in all business areas, using resources efficiently and minimizing waste. The NFL Environmental Program focuses on greening NFL tentpole events and facilities and provides resources for NFL clubs to help them operate their business in sustainable, eco-friendly ways. The NFL was the first professional sports organization to take on full programming for environmental impact at large-scale sporting events such as Super Bowl.

**About PepsiCo:** PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately \$63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering

people around the world is what enable PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit [www.pepsico.com](http://www.pepsico.com).

**About U.S. Bank Stadium:** U.S. Bank Stadium, owned by the Minnesota Sports Facilities Authority, is a multi-purpose stadium and home to the Minnesota Vikings. The 66,400+ seat stadium is located in the heart of Minneapolis, Minnesota. This state-of-the-art facility hosts prominent national and international programming including the Minnesota Vikings, concerts, family shows, college and high school sporting events, conventions, trade/consumer shows, and corporate or private meetings and other community events. U.S. Bank Stadium opened on July 22, 2016 and has been chosen as the site of the Summer X Games (2017 and 2018), Super Bowl LII (2018) and the NCAA Men's Final Four (2019).

U.S. Bank Stadium is an SMG managed facility. M Hospitality, a division of Aramark, is the official food and beverage provider for U.S. Bank Stadium. **For More Information:** [www.usbankstadium.com](http://www.usbankstadium.com).

**About Aramark:** Aramark (NYSE: ARMK) proudly serves Fortune 500 companies, world champion sports teams, state-of-the-art healthcare providers, the world's leading educational institutions, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. Our 270,000 team members deliver experiences that enrich and nourish millions of lives every day through innovative services in food, facilities management and uniforms. We operate our business with social responsibility, focusing on initiatives that support our diverse workforce, advance consumer health and wellness, protect our environment, and strengthen our communities. Aramark is recognized as one of the World's Most Admired Companies by FORTUNE, as well as an employer of choice by the Human Rights Campaign and Diversity Inc. Learn more at [www.aramark.com](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

**Media Contacts:**

Ana Blinder, NFL, [Ana.Blinder@NFL.com](mailto:Ana.Blinder@NFL.com)

Dana Gordon, BZA PR, [danag@bzapr.com](mailto:danag@bzapr.com)

Carrie Ratner, PepsiCo, [Carrie.Ratner@pepsico.com](mailto:Carrie.Ratner@pepsico.com)

Dave Freireich, Aramark, [Freireich-David@aramark.com](mailto:Freireich-David@aramark.com)

Jenn Hathaway, MSFA, [Jenn.Hathaway@msfa.com](mailto:Jenn.Hathaway@msfa.com)

Lisa Niess, SMG, [LNiess@usbankstadium.com](mailto:LNiess@usbankstadium.com)