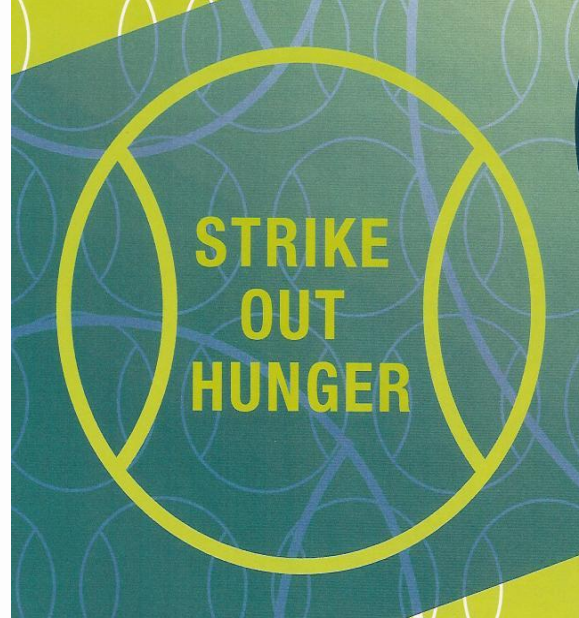


US EPA ARCHIVE DOCUMENT

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US EPA SMM WEB Academy Webinar Series for 2013

Green Sports and Venues as Environmental Stewards

May 29, 2013

Poverty is a curable human condition.
We have the antidote.

Rock and Wrap It Up! Begins

✶ “Both of my parents starved as teenagers when they were slaves in Nazi Concentration Camps. As a child, they told my sisters and me how incredibly hungry they were. They survived. I was inspired by their indomitable will to live and started Rock and Wrap It Up! as a testament to their survival to help the country which took them. In their honor, I want to feed all those who hunger. Please help us do it. “

• Syd Mandelbaum, CEO and Founder!

Our Mission

•Rock and Wrap it Up! is an award-winning anti-poverty think tank. We research, discover and nurture potential donors who have renewable assets to share. Our donors include touring bands, educational institutions, the hospitality industry, professional sports teams and TV/film shoots throughout North America. We find and vet agencies who need these resources thereby reducing the poverty footprint while reducing the carbon footprint.

•We have helped feed over one billion who hunger in the United States of America and Canada

- Founded in 1991

- National 1994, Canada 1996

- Staff of 5; Annual budget of \$400k

- 5,000 unpaid volunteers, 501 C (3) charity

- Recovering food & assets in 500+ N.A. cities

Introduced Home Run measurement into Major League Baseball

Baseball WEEKLY

On sale through May 16, 1991 \$1.00

USA TODAY BASEBALL WEEKLY • MAY 10-16, 1991 • 3

TOP OF THE NEWS

'It might be, it could be ...'

Scientist's invention answers question of how far it went

By Rick Lawes

A new invention, developed by a scientist used to dealing with blood cells, might offer the definitive answer to: "How far did that home run go?"

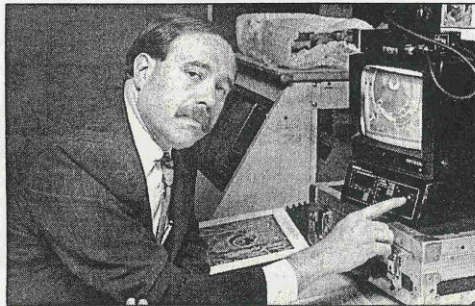
Syd Mandelbaum of Optech Instrument Corp. of Greenvale, N.Y., has designed a computer system that measures the distance a ball travels in a stadium. It can measure home runs, the throw from an outfielder or the distance he ran to catch a ball.

An overhead picture of any baseball stadium is put into a computer about the size of a phone book, which is hooked to a 9-inch TV monitor and a video camera.

Using the overhead projection, two known distances are figured in: first to third base (127.28 feet) and home to straightaway center field, listed on every outfield fence.

"The ball is then calibrated to those two numbers," Mandelbaum said. "It doesn't matter where the ball is — we can find the distance."

Thus, wherever a ball lands, that distance can be measured. Other distances can be figured as



WAY BACK: Syd Mandelbaum demonstrates the system he has designed to measure the distance a ball travels in a baseball stadium.

well.

"Andy Van Slyke ran 75 feet to snag a ball and make this great catch that we measured," Mandelbaum said. "Those kinds of numbers just have not been available before."

But that doesn't answer how far a homer would have gone if it didn't hit the seats.

"If anyone can tell you how far a ball would have gone, they're full of it," Mandelbaum said. "There's too many factors involved."

But he did say that for most high-fly homers that land in the

seats, an estimate can be determined by adding one-eighth the distance measured. So a homer that measured at 400 feet when it landed in the bleachers would have traveled about 450 feet.

The system is similar to one developed by IBM, called "The Tale of the Tape." But IBM's system, used in 24 ballparks, measures only the distance of homers hit.

Optech Instrument Corp. is one of two medical divisions of Slant/Fin, Inc. They originally devised the technology to measure the distance between blood cells under a microscope.



It reminded him of
among several items



McGEE
— once teammates on
— shared the same
the glove was left in

ssue, however, lining
right catches McGee

enzuela is pitching in
who pitched for the
aing now is tolling for
edos' Valenzuela, 18, is
nph. In seven games,
in 32 innings. (For an

as done a new "Field
Injured White Sox

ive to play when the
icago White Sox play
a new player, pitcher

"All the News
That's Fit to Print"

The New York Times

CXL No. 48,598

Copyright © 1991 The New York Times

NEW YORK, SUNDAY, MAY 12, 1991

11 Times Square New York, N.Y. 10036-2473

New York: 1
very warm;
clouds. Low 4
quite as well
high 64, low 5

Diamond Measurements

"I'm taking the oldest sport in America and bringing into the 21st century," said Syd Mandelbaum of Cedarhurst.

The Nassau Human Rights Commissioner, Mr. Mandelbaum has recently spent his spare time in the broadcasting booths at Shea Stadium, Yankee Stadium and Candlestick Park offering never-before-revealed baseball statistics.

As an executive with the Optech Instrument Corporation in Greenvale, Mr. Mandelbaum has consumed the better part of his working life helping to invent video-measuring systems for medical and industrial use. "We're looking for new ways to better mankind," he said.

As a sports fan, he decided he wanted to better baseball. Mr. Mandelbaum figured out a way to use his measuring system to calculate how far a ball goes when hit or thrown in a ballpark.

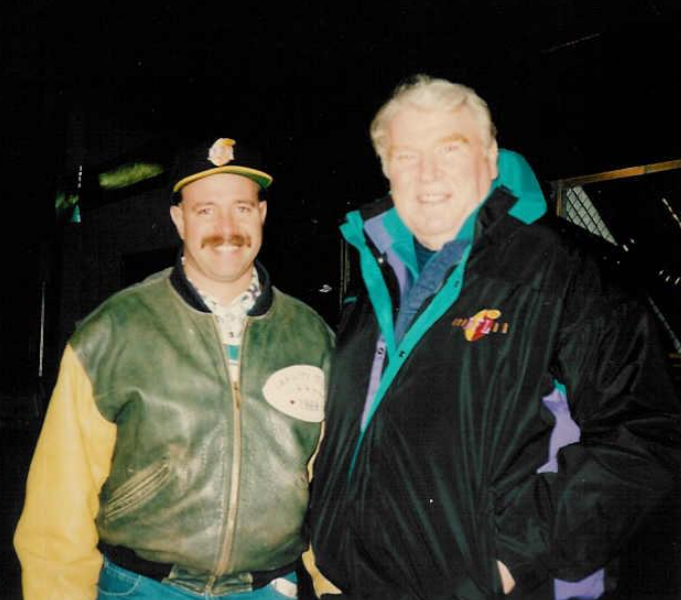
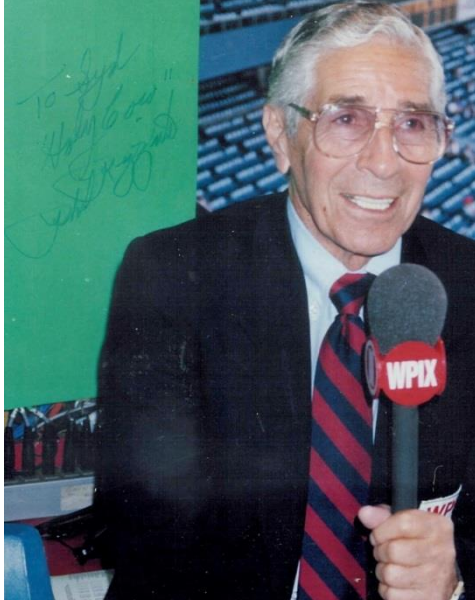
"This heightens the nuance of baseball," he said. "A home run is wonderful. Everyone wonders how far it went. But now we can learn how far did that double go? Or how far did that throw go?"

"When I did the Yankee game the other night, the machine figured out that Jesse Barfield threw 195 feet to get an out at second base."

A fascinating statistic, he said, until someone pointed out that the number meant nothing because there was nothing to compare it with. But that's what happens when you first invent something, he said. It's like inventing the telephone and waiting for someone to call you.

Hershiser's shoulder strong in first outing





Vayikra 19-9-10

- You shall not pick your vineyards bare or gather the fallen fruit of your vineyards; you shall leave them for the poor and the stranger, I am the lord your G-d



- “One man gathers what another name spills”



Dead

‘St Stephen’, The Grateful

- Standing on the shoulders of my mentors and friends, Nobel Prize winners Elie Wiesel and Dr. James Watson



Opportunities to Reduce our “Poverty Footprint”

Music

-Since 1994, we have partnered with over 150 bands that tour and include a stipulation in their contract requiring that food that is prepared but not served not go into landfill. We develop close relationships with bands who work with advocacy and school programs.

Schools

-Since 1997, over 300 schools nation-wide have started Rock and Wrap it Up! School Programs to empower students to recover food and other assets from their schools for distribution in the local community. Snack Wrap! encourages younger students to share unopened snacks with children in latchkey and other after school programs. High School and College students recover food that is prepared but not sold in their schools and share them with agencies in their community who fight poverty. Our College Wrap! Give and Go Green asset recovery program recovers assets from graduates and shares them with the local poverty-fighting agencies

Sports

-Since 2003, 70 sports franchises in the NFL, NBA, MLB and NHL have partnered with Rock and Wrap It Up! to participate in Sports Wrap! Food that is prepared but not sold from home games concessions, luxury box and or clubhouse is recovered to feed the indigent. NHL and all of its franchises have partnered with RWU

Advocacy

-In November 2007, after researching, writing and introducing the Federal Food Recovery Act to exponentially increase excess food into the national pipeline, the **Federal Food Recovery Act of 2008**, passed unanimously in the House and Senate. The Act encourages federal buildings to donate food from their restaurants, cafeterias and from outside rentals to feed our nation's hungry. Hungerpedia.com added in 2011 to encourage donors to increase giving.

Hotels

-Hotel Wrap! works with hotels to recover food, tissue boxes, toilet paper rolls, shampoos when re-stocking rooms and hard assets when re-doing rooms. Our Rock and Wrap It Up! Haiti Relief effort will recover full room assets when hotels are refurbished. We are looking into airports as a resource to recover collected unopened items for agencies that fight poverty.

Entertainment

NBC/Universal, HBO, Showtime and dozens of productions donate food from catering and craft services to Rock and Wrap It Up! Over 40 TV and Movie shoots in LA and NY have provided over 100,000 meals since 2009.



Launched by MTV and Rolling Stone



1994 Rolling Stones, 94,97,98 Aerosmith,94,97,98 Bruce Hornsby,94,96,97 Michael Bolton,94,96,98 Phish, Nine Inch Nails, MegaDeth, Bad Religion, Candlebox,
1995 Page and Plant,95,98 Van Halen,96,98 Melissa Etheridge, Mary Chapin Carpenter, 95,96,97,98,99, Queensryche, Tom Petty and the Heartbreakers 95,99, Hootie and the Blowfish,94,95,98,99 Grateful Dead, Bonnie Raitt,95,98,99 Beastie Boys, Pearl Jam,00
1996 Allman Brothers,96,97,98,99 The H.O.R.D.E. Festival 95,96,97,98 Bon Jovi, Lollapalooza 95,96,97 ,Soul Asylum, Rusted Root, David Bowie, Ozzy Osbourne, The Dave Matthews Band,96,97,98, Red Hot Chili Peppers,
1997 AC/DC, Rod Stewart, 96,98,99, James Taylor, 96,97,98,99 Bush, The Smashing Pumpkins, Neil Diamond, 95,98, Tori Amos, Linda Ronstadt, The Further Festival,96,97, House of Blues Festival, Goo Goo Dolls, 97,99 The Three Tenors, The Cure, Sting,
1998 Santana, 97,98, Styx, Alice Cooper, REO Speedwagon, Peter Frampton, Foreigner, Presidents of the USA, Jimmy Buffett, The Who, Soundgarden, Phil Collins, Stone Temple Pilots, The BoDeans, Metallica, The Wallflowers, Sheryl Crow, Fiona Apple, Counting Crows, U2, Beck, No Doubt, The Lilith Fair,97,98,99 Boston, OZZ-fest 97,98,99, Supertramp, Jewel, Ani DiFranco 97,98,99, Fleetwood Mac, Jane's Addiction, Billy

- 💡 **1999** Alanis Morissette, dc Talk, R.E.M, The Offspring, Journey, John Mellencamp, Cher, Bare Naked Ladies, Bruce Springsteen and the E. Street Band, Bette Midler,
- 💡 **2000** blink 182, Jonny Lang, Smash Mouth, Britney Spears, Christina Aguilara,
- 💡 **2001** Weezer, Backstreet Boys, Eric Clapton, Madonna
- 💡 **2002** Creed, CSN&Y, Bob Dylan, Linkin Park, The Who, Usher Brooks and Dunn, Paul McCartney, The Eagles, Phil Lesh, Korn
- 💡 John Mellencamp, Alicia Keys,
- 💡 **2003** Avril Lavigne, The Dead, Good Charlotte
- 💡 **2004** John Mayer, Neil Young, Simon and Garfunkel, Josh Groban, String Cheese Incident
- 💡 **2005** Jack Johnson, Judas Priest
- 💡 **2006** Nickelback, Joe Satriniani, Kenny Chesney
- 💡 **2007** Will Hawkins, Justin Timberlake
- 💡 **2008** Jackie Green, Tealeaf Green, ALO, O.A.R.
- 💡 **2009** Rise Against
- 💡 **2010** Warped Tour, Vampire Weekend
- 💡 **2011** Jackie Greene, TAB the Band

Letter of Intent

DONATION AGREEMENT

This Donation Agreement ("Agreement") is made by and between [insert Tim McGraw's entity], a company affiliated with musician Tim McGraw ("McGraw"), and Rock and Wrap It Up!, a charitable, not-for-profit company ("Recipient"), dated as of April __, 2011 ("Effective Date").

WHEREAS, in connection with its concert touring activities, McGraw has leftover foodstuffs and other consumables (the "Goods"), more particularly described as follows:

Surplus catered meals at Tim McGraw concerts

McGraw wishes to donate such Goods to Recipient, pursuant to the terms of this Agreement.

1. DONATION; FREE DISTRIBUTION. McGraw hereby donates the Goods from each concert on the "Tim McGraw Emotional Traffic Tour" to Recipient. Recipient represents and warrants that the Goods will be distributed

Sharon Osbourne

9292 CIVIC CENTER DRIVE, BEVERLY HILLS, CA 90211
PHONE: (310)859-7761 FAX: (310)859-2897

April 4, 2003

RE: OZZFEST 2003 -W- ROCK AND WRAP IT UP

To Whom It May Concern:

Please be advised that the all of the bands and crew on "OZZfest 2003" U.S. tour would like to donate any leftover food to local soup kitchens and shelters. A representative from ROCK AND WRAP IT UP will be in contact with you to arrange for pickup and distribution of these items.

Sincerely,

Sharon Osbourne

SHARON OSBOURNE

Government Protection from Liability

- The Bill Emerson Good Samaritan Act was passed in 1996 to protect all donors of edible leftover food from liability. Bill Emerson was a Congressman from Missouri who pushed for this legislation. His widow, JoAnn, replaced him in the United States Congress in 1997 and presently serves the constituents of the St. Louis area.



Newsday

THE LONG ISLAND NEWSPAPER

<http://www.newsday.com>

TUESDAY, NOV. 5, 1996 • SUFFOLK

50¢



ELECTION '96



Win or Lose, Their Leftovers Count

By Stuart Vincent

STAFF WRITER

Supporters of Bill Clinton and Bob Dole have finally found common ground — and it's already occupied by the likes of Nine Inch Nails, Def Leppard and Hootie & the Blowfish.

Like those musical acts, Clinton and Dole campaign headquarters in New York and other states have agreed to donate leftover catered food to soup kitchens as part of a nationwide program coordinated by a Cedarhurst man who has made feeding the hungry his cause.

Over the past three years, Syd Mandelbaum, 46, blood research scientist, Lawrence Board of Education member and rock fan, has persuaded dozens of rock and pop acts in the United States, Canada and Great Britain to donate leftover food to his Rock and Wrap It Up! organization. The food is included in the performers' contracts with concert arenas.

On this Election Day, Rock and Wrap It Up! enters the political arena with plans to collect leftovers from the political parties' parties.

"Election night is nothing more than a big rock concert anyway," Mandelbaum said. "There's the same type of hoopla, the same type of anticipation and people are on stage."

And, as at rock concerts, a huge amount of food is ordered for the main acts and their crews. Much of the food is thrown away at the end of the night.

Mandelbaum contacted the national committees of the two major parties, which asked state political leaders to designate their leftovers to Rock and Wrap It Up!

"How could you disagree on feeding needy people?" said Stanley Nussbaum, Democratic committeeman for the 20th Assembly District in Nassau County. Nussbaum said he arranged for food from Democratic headquarters and victory parties to be donated.

Andy Parisi, mayor of Cedarhurst and Republican committee leader for Lawrence, Cedarhurst, Atlantic Beach and Meadowmere Park, said he thought it was a great idea and gave Mandelbaum state and national GOP contacts. He and a spokesman at Nassau GOP headquarters said they didn't know if arrangements had been made to collect food on Long Island.

Even if the group doesn't get a lot of food from the political parties this year, Mandelbaum said, it has made important contacts for future food donations.

It's that kind of planning that has taken Mandelbaum from roles as a volunteer at the Claddagh INN soup kitchen in Arverne, Queens, and board member



File Photo

Syd Mandelbaum

of the Long Island Cares regional food bank to the head of an international hunger relief program. In 1990, he learned from concert promoter Ron Delsener that huge amounts of food ordered for performers and their crews were discarded after each concert at the Jones Beach Theater. Mandelbaum began "rescuing" the food, taking it to the Claddagh INN and other soup kitchens run by the Interfaith Nutrition Network.

"By the end of 1993, I just realized if there was good food left over like this after every concert, there had to be food like this left over at every arena in the world," Mandelbaum said.

The group went national in 1994, international in 1995. The Hard Rock Cafe chain pays for the group's monthly mailings, Mandelbaum said, and musician Bruce Hornsby is the national spokesman.

Rock and Wrap It Up! has been profiled by Rolling Stone magazine and MTV, and has its own page on the Internet at <http://members.aol.com/rocknwrap>.

"It's worked so well I now have fifty-eight bands, and we've fed in [the past] two years over 1.5 million plates of food rescued that I know of," said Mandelbaum.



Everyone Wins on Election Night!

We ask both political parties to help.



DEMOCRATIC NATIONAL COMMITTEE

TO: State Chairs
Executive Directors

FROM: DNC Chairman Terry McAuliffe

DATE: October 4, 2002

RE: Election Night Festivities

I am writing to ask you to participate in a worthwhile effort. By now you undoubtedly have someone working on plans for your election night party. I am asking you to add something to your plans: feeding the hungry with leftovers from your party.

A hunger relief organization called "Rock and Wrap It Up!" (RWU) has volunteers in most cities that collect leftover food following music concerts and other events, and then distribute the unused recovered items to local soup kitchens. Over 130 artists and entertainers specify in their contracts that their leftovers go to this particular organization.

We have the opportunity to do the same with our election night leftovers. Since 1996, the DNC has participated in RWU's, Everyone Wins on Election Night, a coordinated election night effort to donate food. Over 75,000 Americans have been fed as a result. This is a wonderful way to help a great number of people across the nation. When you sign your catering contract, just include a provision that "Rock and Wrap It Up" will recovery the edible leftover food and bring it to a place of need.

Before Election Day, someone from Rock and Wrap It Up! will be in contact with you. If you would like to talk with them before then, you can call the founder, Syd Mandelbaum, at 516.295.0670. You should also feel free to contact Julie Eddy at the DNC with any questions, at 202.863.8121.

Thank you for helping with this effort.



Republican
National
Committee

Counsel's Office

MEMORANDUM

TO: EXECUTIVE DIRECTORS

FROM: TOM JOSEFIK, CHIEF COUNSEL

DATE: SEPTEMBER 20, 2002

SUBJECT: ELECTION NIGHT FESTIVITIES

On behalf of Governor Marc Racicot, I would like to ask you to participate in a very worthwhile effort. I am sure, by now, you have someone working on plans for your election night victory celebration. As part of those plans, the RNC is asking you to assist in feeding the hungry with leftovers from your event.

A group called "Rock and Wrap It Up, Inc." has once again requested our assistance in using all the leftover food generated from our Election Night events to feed the hungry, nationwide. In 1996, 1998, and 2000, the Republican and the Democratic National Committees contributed 35,000 pounds of food from election night galas across the country to feed nearly 25,000 hungry Americans. Rock and Wrap It Up, Inc. also has volunteers in most cities who collect leftover food from backstage after rock concerts, and then take the food to soup kitchens. One hundred and thirty bands, including Fleetwood Mac, U2, James Taylor and the Rolling Stones have participated in Rock and Wrap It Up, Inc.

They have asked that we do the same, and the RNC has agreed to assist them by not only arranging for our own "Election Night Watch 2002" leftovers to be picked up but also by asking all of you to participate. This is a terrific and simple way for all of us to help a great number of people on a nationwide basis. When you sign your contract for catering for your event, just include a provision that "Rock and Wrap It Up, Inc." is to pick up whatever food is left. Rock and Wrap It Up, Inc. will arrange for everything else.

Before election day, someone from Rock and Wrap It Up, Inc. will be in touch with you. If you would like to talk with them before then, you can call Syd Mandelbaum at (516) 295-0670.

Thank you for helping with this worthwhile effort.

Public Law 110-247
110th Congress

An Act

June 20, 2008
[S. 2420]

Federal Food
Donation Act of
2008.
42 USC 1771
note.

42 USC 1792
note.

42 USC 1792
note.

42 USC 1792.
Deadline.

To encourage the donation of excess food to nonprofit organizations that provide assistance to food-insecure people in the United States in contracts entered into by executive agencies for the provision, service, or sale of food.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Federal Food Donation Act of 2008”.

SEC. 2. PURPOSE.

The purpose of this Act is to encourage executive agencies and contractors of executive agencies, to the maximum extent practicable and safe, to donate excess, apparently wholesome food to feed food-insecure people in the United States.

SEC. 3. DEFINITIONS.

In this Act:

(1) **APPARENTLY WHOLESOME FOOD.**—The term “apparently wholesome food” has the meaning given the term in section 2(b) of the Bill Emerson Good Samaritan Food Donation Act (42 U.S.C. 1791(b)).

(2) **EXCESS.**—The term “excess”, when applied to food, means food that—

(A) is not required to meet the needs of executive agencies; and

(B) would otherwise be discarded.

(3) **FOOD-INSECURE.**—The term “food-insecure” means inconsistent access to sufficient, safe, and nutritious food.

(4) **NONPROFIT ORGANIZATION.**—The term “nonprofit organization” means any organization that is—

(A) described in section 501(c) of the Internal Revenue Code of 1986; and

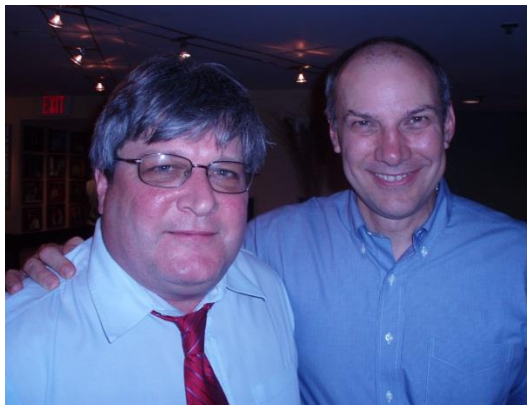
(B) exempt from tax under section 501(a) of that Code.

SEC. 4. PROMOTING FEDERAL FOOD DONATION.

(a) **IN GENERAL.**—Not later than 180 days after the date of enactment of this Act, the Federal Acquisition Regulation issued in accordance with section 25 of the Office of Federal Procurement Policy Act (41 U.S.C. 421) shall be revised to provide that all contracts above \$25,000 for the provision, service, or sale of food in the United States, or for the lease or rental of Federal property to a private entity for events at which food is provided in the United States, shall include a clause that—

Federal Food Donation Act of 2008

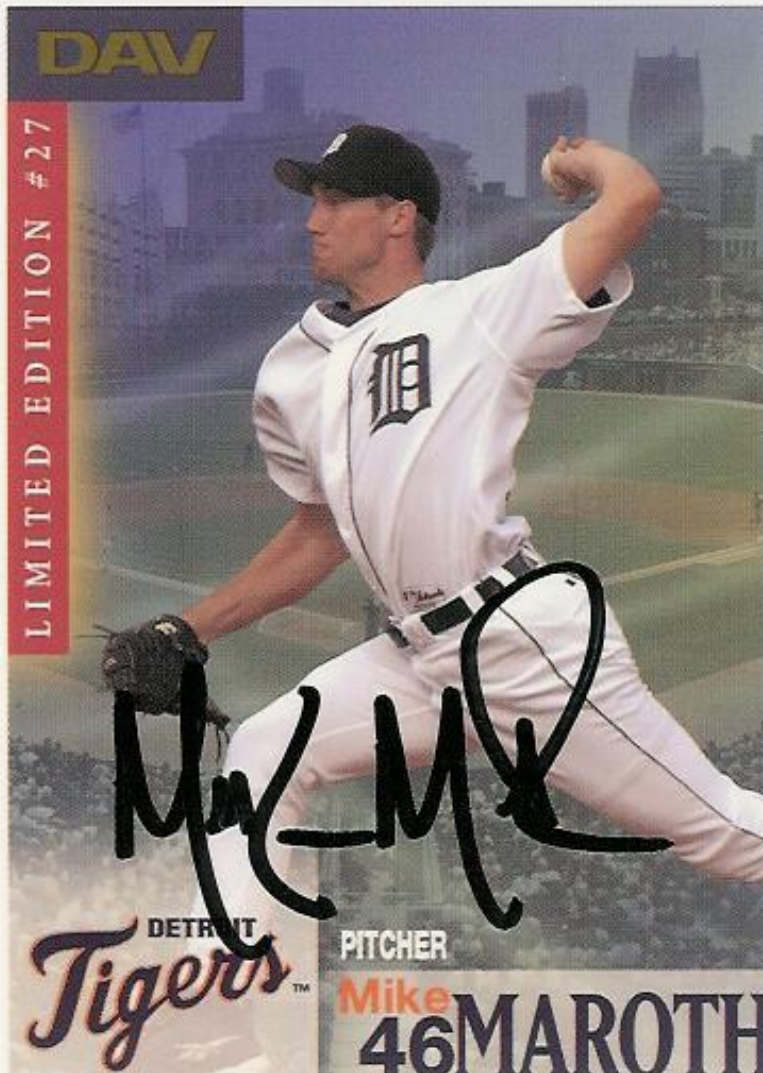
Researched, written and sponsored by Rock and Wrap It Up! Lobbied for by Phil Schiliro, Former Assistant to President Barack Obama for Legislative Affairs



- **Using the Federal Food Donation Act to feed America's Hungry**

- This act can be used to get more partnerships to expand food recovery ie Sports, Film, Hotels
- If the Federal Government is recommending food recovery, every state and city agency is a candidate for food recovery
- Donors are protected by the Bill Emerson Good Samaritan law
- All food-generating corporations in America should be approached to save food from landfill

Sports Wrap! started in 2003 with Mike and Brooke Maroth recovering clubhouse food



detroittigers.com



Print

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Rock and Wrap It Up honors Maroth

07/06/2004 6:44 PM ET
By Jason Beck / MLB.com

NEW YORK — What began as an ad in a magazine has become an award-winning cause for Mike and Brooke Maroth.

Two years ago, the Maroths were just getting used to life in the big leagues after Mike was called up in June. While paging through *Hour Detroit*, Brooke noticed an ad for an organization called "Rock and Wrap It Up," which finds ways to take food from catered events and deliver it to soup kitchens in the area.

"He'd always come home with leftover food," Brooke said. "When we first got into the big leagues, it was such a different environment."

The organization got its start 10 years ago by serving rock concerts, conventions and other events in the entertainment industry, feeding more than 20 million people with 4,000 volunteers in 500 cities, but was always looking to expand. A baseball clubhouse seemed so logical to Brooke and Mike, they talked with clubhouse manager Jim Schmabel, visited the organization's Web site called the number and got in touch with local director Greg Fletcher.

On Tuesday, Rock and Wrap It Up called them out for their work. Mike received the charity's annual Bill Emerson Good Samaritan Award during a luncheon at Mickey Mantle's Restaurant in Manhattan. He joins former U.S. Secretary of Agriculture Dan Glickman, syndicated columnist Liz Smith and international fraternity Pi Lambda Phi as award-winners. Founder and director Syd Mandelbaum was part of the ceremonies.

It's the second award this year for Maroth, who received the Dick Berardino Alumni Award from the Lowell Spinners over the offseason as the former Spinner who "best represents the qualities of productivity, work ethic and coachability."

For Maroth, though, Tuesday's award felt like a group honor. Beyond Brooke's help, he credited Schmabel with helping put together the food and set up the deliveries to Neighborhood Services, a 24-hour shelter in downtown Detroit.

"We were just the ones to get the ball rolling," Maroth said.

The service started last season. The way it works now, Maroth said, is a seamless operation. Not only do the Tigers donate leftover food from the clubhouse on game days, but Schmabel helps arrange stored sandwich meats, breads, and other perishable items to be donated at the end of each homestand so that they won't go to waste while the Tigers are on the road. The team also donated food during this past Spring Training to Lighthouse Ministries in Lakeland, Fla.

The value of the program is twofold. Not only does it provide food to those who really need it instead of throwing it away, but by donating food directly, it allows charities to best use the money they have.

Plus, the organization has found a role model from the athletic arena. "In sports, it's huge for us," Mandelbaum said.

Now, the effort is on to encourage other teams to help. The Texas Rangers have done something similar on their own for the past several years. Brooke and others have been in touch with other teams, and have found some level of interest.

For now, though, the Maroths are glad that Detroit is being helped.

"It takes a couple extra steps," Maroth said, "but it does a lot of a lot of different people."

This story was not subject to the approval of Major League Baseball or its clubs.

Mike Maroth / P



Born: 08/17/77
Height: 6'0"
Weight: 190 lbs
Bats: L / Throws: L

More info:
[Player page](#)
[Stats | Splits](#)
[Team Site](#)

www.ETOPPS.COM

PLAYER DATA SPONSORED BY



2004 Bill Emerson Good Samaritan Award Winners Brooke and Mike Moreth



JO ANN EMERSON
MEMBER OF CONGRESS
8TH DISTRICT, MISSOURI

COMMITTEE:
APPROPRIATIONS

SUBCOMMITTEES:
AGRICULTURE, RURAL DEVELOPMENT,
FOOD AND DRUG ADMINISTRATION
AND RELATED AGENCIES

ENERGY AND WATER
HOMELAND SECURITY

E-Mail and Web Page:
<http://www.house.gov/emerson>

Congress of the United States
House of Representatives
Washington, DC 20515-2508

July 7, 2004

CONGRESSIONAL RECORD

CONGRATULATIONS TO BROOKE
AND MIKE MAROTH

HON. JO ANN EMERSON

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES

Tuesday, July 6, 2004

Mrs. EMERSON. Mr. Speaker, I rise today to congratulate Brooke and Mike Maroth—the recipients of the 2004 Bill Emerson Good Samaritan Award. Mr. and Mrs. Maroth have provided food aid to thousands of the nation's less fortunate. By greatly expanding the Rock and Wrap It Up! program, they are feeding the hungry in Detroit and around the nation.

Mr. and Mrs. Maroth's innovation came at Mike's workplace—he has been a pitcher for the Detroit Tigers since 2002. After games at Comerica Park, leftover food would simply be thrown away. Brooke and Mike connected their effort to distribute that food with Rock and Wrap It Up—a program which donated leftover food from concert events—and started a whole new facet of the mission. Sports Wrap was the new venture, using the leftover food recovered from the stadium and clubhouse at Comerica. They have fed over 5,000 people in the Detroit area since 2003.

Programs are underway at other stadiums throughout the country. Because of the philanthropic vision of Mr. and Mrs. Maroth, their good work has been repeated in other major-league cities. That is the mark of great volunteers—that others repeat their example. This is truly the case with Mr. and Mrs. Maroth.

This is the vision my husband Bill Emerson had for domestic food aid programs when he worked to pass the Good Samaritan Food Act protecting these donations from liability.

Mr. and Mrs. Maroth have more than earned the Bill Emerson Good Samaritan Award. Bill's hopes for hunger relief in America were very high when he worked to make Rock and Wrap It Up! possible in 1990.

Rock and Wrap It Up! is a volunteer hunger relief charity, which has fed over 20 million since its inception. With over 4,000 volunteers in 500 cities across America, its dedicated supporters recover food in schools, colleges, music concerts, sporting events, and political and corporate functions. Rock and Wrap It Up! was adopted by resolution in 2003 by the United States Conference of Mayors to teach its successful strategies to cities to fill America's food pipeline to feed the indigent.

Brooke and Mike are a major reason the program continues to gain notoriety and grow. They are proof that our commitment to feed America's hungry can always use new initiative and better ideas. As long as there are men, women and children who need the helping hand of other Americans, others like Brooke and Mike Maroth have proven they will be there with a helping hand to offer.

Thank you for your kind service to our nation, Mr. and Mrs. Maroth. Congratulations on earning the 2004 Bill Emerson Good Samaritan Award. Best of luck to both of you as you continue your noble work.

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*Jo Ann Emerson,
m.c.*

NY Giants First NFL Team to Donate Concession Food in 2005



- **Keys to Arena and Stadium Food Donations**
- Team/Concessionaire partnerships are vital
- Anti-poverty agency vetting and selection is the key to a successful food recovery program
- Concessionaire is responsible for kiosk recovery as game ends, normally takes 20-30 minutes
- Food is recovered from stadium after event or refrigerated/frozen and recovered the next morning
- Monitoring of agency efforts should be on-going
- Use of documenting spreadsheet is mandatory
- Many teams offer tickets for agency volunteers

Sports Wrap!

- ✿ Uses prepared but unsold food from arenas and stadiums to feed the hungry in local communities



Encourages all concessionaires and vendors to repurpose short-dated items to both feed the hungry and keep valuable items out of land fill



Text





- **VETTING OUR PARTNERS IS THE KEY**
- **Must have health certificate**
- **Must have on-going program**
- **Must have transportation**
- **Must have refrigeration**
- **Must have communication**
- **Must have storage**
- **Must have internet savvy for recording pickup for our GHG reduction analysis program and Waste Wise Program**

FUTURECORPS

H. Frank Carey Students Rock and Wrap It Up



H. Frank Carey H.S. students James Haddad, Liz Schmitt, Katelyn Kelly, Nicole Pittella and Jillian Talt prepare to donate leftover cafeteria food to a local group home for developmentally disabled adults.

Five Towns resident Syd Mandelbaum spent his childhood hearing about the horrors of hunger.

In 1994 he formed Rock and Wrap It Up!, a program to reach out to bands and concert venues to have them donate leftover catered food from backstage to local soup kitchens.

A decade later, the program that started with the help of rock stars is turning students into stars in their own community by enabling them to donate their leftover cafeteria food to soup kitchens and other local facilities.

At H. Frank Carey High School in

Franklin Square, the program is helping students form unlikely friendships with residents of a local group home for developmentally disabled adults.

Carey alumni Steve Panariello, in his first year at Fordham University, started the program at the high school last year. Today, with the support of Cafeteria Manager Angela Mangino, senior student government members take turns delivering food to the residents of Christopher House.

Their program is part of Newsday's FutureCorps, an initiative involving thousands of students throughout Long Island and Queens in community service.

"I love it. It's so interesting to see their faces when you give it to them," said Student Government President Katelyn Kelly. "They're genuinely thankful."

"I don't think it's just about the food for them; it's about the interaction," said Nicole Pittella.

"It's just nice to see how happy they are to see you," said Jillian Talt.

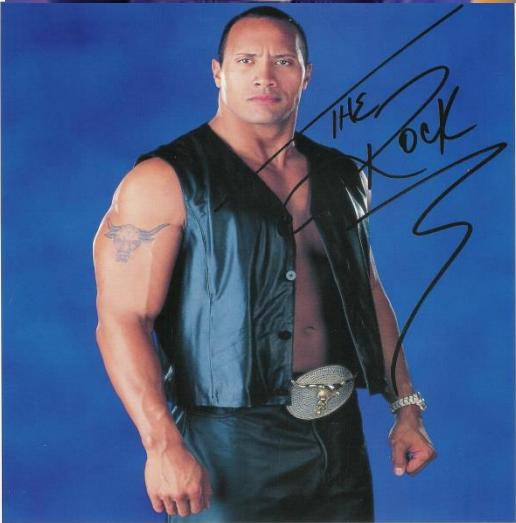
"I see how hard it is for some people to...adapt to society and it makes you realize that everyone is not as fortunate as you are. It opens your eyes," said senior project chair Liz Schmitt.

✶ Encourages
school
communities to
emulate your
team by
establishing
food recovery
and outreach
programs



Teresa Rolla, teacher and advisor.

A few of the Stars Participating in our School Program



THE ROCK™



ation

- 🌟 Dave Matthews
- 🌟 Jewel
- 🌟 Eli Manning
- 🌟 Indigo Girls
- 🌟 The Goo Goo Dolls
- 🌟 blink 182
- 🌟 Matchbox 20
- 🌟 Blues Traveler
- 🌟 Avril Lavigne
- 🌟 Usher
- 🌟 Britney Spear
- 🌟 The Rock
- 🌟 Nickelback

Snack Wrap!

Encourages your community outreach departments to initiate school-based Snack Wrap! programs to collect healthy, unopened snacks and encourage youth charity



Why Snack Wrap! Now?

League Games	Avg. Attendance	2007	2012
MLB	2420	30,352	79,503,175
NFL	256	67,394	17,345.205

- Half of all births to American women under 30 outside marriage is both a symbol of transforming family and a hint of coming generational change
- Generation Y (Born 1980-2000) out number Boomers (1946-64)
- 70% of America is under 30
- Cultivate team loyalty at a younger age
- People, Planet and Profit= 21st Century Business Ethics**

Co-Branding

- ✂ Co-brands with Rock and Wrap It Up! on Snack Wrap! collection boxes in school cafeterias using both of our logos





PSA reach millions

• Produce PSAs featuring your team players and Rock and Wrap It Up! to disseminate our joint message of feeding the poor and preserving the environment in local communities



New Sports Marketing Considerations

- ✦ Sports "Hero Worship" to increase greening awareness
- ✦ Market sports greening to the current and next generation of females as well as males: Divorce rate is 46% in the US and 40% in Canada
- ✦ Team/Stadiums are teachers/leaders/heroes
- ✦ Successful Sports Wrap! Programs will encourage college arenas and stadiums to participate increasing food supply and greening opportunities
- ✦ We want all recoverable food from all events at your venue
- ✦ Try to market greening to all society segments especially new Americans from non-greening countries
- ✦ **Reducing poverty will increase arena/stadium attendance**



Partnering with RWU

- “Instead of being thrown out, which last season would have been 105 tons of waste, it is now used to serve 160,000 meals to people that might otherwise have been hungry,” That's good business, it actually saves money, it reduces the expense of carting away trash. When you have programs like that, it's not very difficult to get your clubs interested.”
- The NHL doesn't only want to be environmentally responsible and set an example for others, it also wants to be socially responsible.”
- NHL Commissioner Gary Bettman,
- Beyond Sports Summit, September 2011



NHL and RWU

- Since the NHL partnered with Rock and Wrap it Up! in October of 2010, the League's Food Recovery Initiative has diverted more than **211 tons** of waste from landfill, providing local shelters in NHL in North American communities with approximately **324,000 meals** (according to estimates from the USDA, where 1 meal = 1.3 pounds).
- According to estimates provided by the U.S. EPA, the League reduced the equivalent of approximately **160 Metric Tons** of Carbon Dioxide (MTCO₂) from the environment.

70+ Current Sports Wrap Partners

- ☀ **All 30 NHL Franchises in N.A.**
- ☀ **Boston Celtics**
- ☀ **Bridgeport Sounders**
- ☀ **Brooklyn Cyclones**
- ☀ **Brooklyn Nets**
- ☀ **Chicago Bulls**
- ☀ **Chicago White Sox and Cubs**
- ☀ **Colorado Rockies**
- ☀ **DC United**
- ☀ **Denver Broncos**
- ☀ **Detroit Tigers**
- ☀ **KC Royals**
- ☀ **L.A. Angels**
- ☀ **Miami Marlins**
- ☀ **Milwaukee Brewers**
- ☀ **Minnesota Twins**
- ☀ **Minnesota Vikings**
- New York Knicks**
- ☀ **New York Liberty**
- ☀ **New York Mets**
- ☀ **New York Yankees**
- ☀ **Orlando Magic**
- ☀ **PGA Matches**
- ☀ **Philadelphia Eagles**
- ☀ **Philadelphia Phillies**
- ☀ **Philadelphia 76's**
- ☀ **Pittsburgh Pirates**
- ☀ **Red Bulls**
- ☀ **Seattle Seahawks**
- ☀ **Somerset Patriots**
- ☀ **St. Louis Cardinals**
- ☀ **St. Louis Rams**
- ☀ **Tampa Bay Rays**
- ☀ **Trenton Thunder**
- ☀ **Women's Tennis Association**
- ☀ **World Wrestling Entertainment**

EPA Programs

Works with Rock and Wrap It Up! to calculate greenhouse gas emissions reduction numbers for EPA programs such as WasteWise and Food Recovery Challenge



Rockin' to Fight Hunger Rock and Wrap It Up!

Rock and Wrap It Up! (RWU) is a nonprofit program that arranges the collection and local donation of leftover food from rock concerts, sporting events, political rallies, and college and school cafeterias. There's a lot of food leftover from these venues—as a rule, caterers prepare 10 to 15 percent more than they need for an event—and RWU makes it simple and satisfying to donate the leftovers.

How It Works

RWU provides contract language for bands, political figures, and sport teams to include in their contracts or permits requiring that all leftover food be donated to local soup kitchens. The contract clause is "All edible leftover food to go to local soup kitchens or shelters and Rock and Wrap It Up! will arrange for the removal." The 1996 Bill Emerson Good Samaritan Law protects the donors across the nation from liability for tainted food.

At the end of an event, an RWU representative organizes the safe recovery and delivery of all edible leftover food. More than 5,000 volunteers have worked with RWU in 500 cities since the program began, feeding more than 30 million people.

What Makes RWU Successful

Simplicity, simplicity, simplicity. Participating bands and groups only have to include the contract language provided by RWU. Contractual obligations ensure the donation of food, while the simplicity of the concept appeals to participants. Donations can help reduce or avoid disposal costs and having Rock and Wrap It Up! volunteers available simplifies the cleanup process. Unpaid volunteers are the gears that keep the machine running smoothly—RWU spends only \$15,000 each year to arrange meals that feed 2.5 million people annually.

Everyone Benefits

Participants not only avoid the cost of throwing away edible food, but also help their communities by donating food to hungry citizens. To date, 150 bands participate in the program, and RWU partners with Pi Lambda Phi fraternity and the U.S. Conference of Mayors (Mayors Initiative) to encourage donations

www.epa.gov/organizationalmaterials/fd-study.htm



and set up donation programs. The movement has grown to include schools (Rock and Wrap It Up! School Program) and universities (College Wrap!). RWU offers resources that help teachers start programs at their schools and provides lesson plans about nutrition and the reality of hunger. RWU also works with professional sports teams (Sports Wrap!) and organizes collection events every congressional year in an initiative called Everybody Wins on Election Night!

Everyone benefits when leftover food is donated to local food shelters. At your next catered event, consider sending any extra edible food to your community food shelter or soup kitchen so that you can feed the hungry while keeping food from going to waste.

Type of Recovery: Donation

Company: Rock and Wrap It Up!
Non-profit hunger relief organization

Website: www.rockandwrapitup.org

Cool Facts:

➡ RWU spends only \$15,000 annually to arrange meals that feed 2.5 million people

➡ 5,000 unpaid volunteers and 150 bands participate in RWU



Rock and Wrap It Up! Helps Fight Hunger



What do the New York Giants, the Las Vegas Motor Speedway, and the Grand Hyatt Hotel in New York City have in common? They all rock—and wrap it up. Each of these groups has made a commitment to help fight poverty through the Rock and Wrap It Up! (RWU) program. RWU is a 501(c)(3) national anti-poverty think tank that arranges the collection and local donation of leftover food and other basic necessities, such as toiletries, from rock concerts, sporting events, hotels, corporate meetings, political rallies, and school cafeterias.

RWU began collecting leftover food in 1991 and was launched nationwide by MTV in 1994. Since its inception, the organization has:

- Donated to over 41,000 shelters and places of need
- Collaborated with 150 bands, 200 schools and universities, and 30 sports franchises
- Collected more than 100 millions pounds of food
- Fed more than 200 million people

Giant-sized Donations Feed Thousands

Each year, nearly 800,000 football fans pack Meadowlands Stadium in East Rutherford, New Jersey. In addition to running a full-scale concession program, the New York Giants corporate staff is also responsible for feeding the officials, players, front office staff, and assorted behind-the-scenes employees. Allison Stangeby, Community Director of the New York Giants, looked at all the leftover food one day, and realized that she should do something with it. "If anyone ever got word that we were just dumping out nearly 1,000 meals, it would be embarrassing." With such large food orders, however, it was impossible to correctly estimate the amount of food needed.

Fortunately, the RWU Program was able to help. For the past six years, representatives from the RWU Program have boxed up all the leftover meals in the locker rooms and corporate offices following Giants games—which over the span of a football season totals nearly 10,000 meals—and delivered them to the Bowery Mission, a New York City charity.

"They just made everything so easy. It was so very simple and straightforward. It just makes sense," says Stangeby. She became such a fan of the process and program that she recommended it to the New York Jets, Yankees, Mets, Rangers, and Islanders, as well as the New Jersey Devils and Nets. They are all now participating in the RWU program. Stangeby continues to promote the program to other area teams and universities as well. "There's no drama," she says, "Rock and Wrap It Up! couldn't be easier."





- **ADVANCING COMPOSTING, ORGANICS RECYCLING & RENEWABLE ENERGY**

- BioCycle September 2011, Vol. 52, No. 9, p. 6

- **Hungerpedia Campaign To Boost Diversion**

- New York-based Rock and Wrap It Up! (RWU), an award-winning, nonprofit, antipoverty think tank, has launched Hungerpedia.com, an encyclopedia of vetted antipoverty agencies operating in North America. The encyclopedia offers an Excel spreadsheet organized by geography, agency name, location, contact information and asset needs. The idea is to enable potential donors to find suitable agencies to recover their unwanted or surplus materials, thus keeping them out of landfill. Items in demand include food, toilet paper and tissue, shampoos and toiletries, small appliances, kitchen items and dorm-room supplies. Recovering agencies are required to report asset recovery statistics to RWU. Assets kept out of landfill will be listed on U.S. EPA's WasteWise program (www.epa.gov/wastewise). Agencies vetted and listed by RWU must have health certification, transportation, refrigeration, cell phones, storage and either have or support ongoing antipoverty/hunger programs. Donors are protected from liability by the Bill Emerson Good Samaritan Act.



- An encyclopedia of anti-poverty agencies in the U.S. and Canada
 - **Advantages to be in Hungerpedia.com**
- No cost
- Database for both National and Worldwide donors
- Listed by Asset needs
- Free advertisement for your food bank
- Program you can offer your larger agencies
- All anti-poverty agencies vetted by RWU to ensure liability protection for donors

- US Departments of Agriculture, EPA and Rock and Wrap It Up! to launch Food Waste Challenge Programs on June 4th, 2013, World Environment Day



• **Future Platforms**

- Piloting food and asset recovery from Military bases
- Food recovery from US Capitol
- Re-introduction of Federal Food Donation Act through US Department of Agriculture
- Expansion of Hotel, School, Music Sports Wrap! and It's A Wrap programs
- Volunteers from AARP partnership
- Green job training (Building Analyst) through Departments of Energy and Labor

Our Vision

✦ “Grassroots efforts such as these can provide an
✦ immeasurable boost to our eventual goal of ending
✦ hunger in the United States.. There are over 95
✦ billion pounds of food wasted by Americans each year
✦ in this country. Rock and Wrap it Up! has the answer.”

✦ The Honorable Dan Glickman, President
✦ Motion Picture Association of America
✦ Former Secretary of Agriculture
✦ RWU Tribute Dinner at World Trade Center, NY
✦ (Windows on the World)

June 18, 2001



How to Learn More

✶ Rock and Wrap It Up!

- <http://www.rockandwrapitup.org>
- (877) 691-FOOD
- Twitter @rockywrap
- Facebook: Rock and Wrap It Up!



– **Reducing our Planet's Poverty Footprint by
Reducing Society's Carbon Footprint**