

UNIVERSITY OF WASHINGTON ATHLETICS

- Waste Diversion Initiatives

GO PURPLE. 
BE GOLD. *& green*

OFFICIAL RELEASE



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For Immediate Release

University of Washington Athletics Announces New Recycling and Waste Diversion Initiatives

SEATTLE – The University of Washington announced new recycling and garbage diversion initiatives for the 2010-2011 academic year today. A new in-game promotion called the Green Minute will be unveiled at Husky Stadium, where ushers and stadium management will assist fans in recycling and composting. Additionally, UW has announced a goal of increasing the amount of all waste diverted at football games in Husky Stadium by 10 percent during the 2010 season.

“Waste diversion at our sporting events is very important to us,” Scott Woodward, UW athletic director said. “We believe these new initiatives will help further reduce the carbon footprint at our sporting events, and we hope that Husky fans will join us in supporting these efforts.”

Fans will have an opportunity to support UW’s waste diversion initiatives by participating in the Green Minute, an in-game promotion aimed at generating awareness of waste diversion at UW sporting events. During the Green Minute, fans will be provided with information about recycling and composting inside Husky Stadium.

“The Green Minute is a mechanism aimed at increasing our recycling totals and generating awareness of recycling practices in Husky Stadium,” Karen Baebler, Assistant Athletic Director for Sports Operations, said. “Fans will have the opportunity to take an active role in supporting the recycling and waste diversion efforts of the athletic department.”

The 2010 green initiatives, branded “Go Purple. Be Gold and Green” have resulted from a partnership between the UW Intercollegiate Athletics Department and UW’s Recycling & Solid Waste. In 2009, the university reported diverting 63.74 tons of recycling and compostable materials at home football games. To help reach their 2010 goal of recycling an additional 10 percent, school officials have increased the number of recycling and composting bins in and around the facility, increased waste diversion staffing, and created a waste diversion campaign unique to UW athletics.

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DID YOU KNOW....

The amount of material recycled and composted at Husky Football games in 2009 was 63.74 tons. That's the same as*...

2,452	Huskies
10	Full-Grown Orca Whales
364	Offensive Linemen
68	1967 Volkswagen Beetles
79,675	Apple iPads
2	18-wheel semi truck
255	Black bears

*weight equivalents are based on approximations, however, the actual tonnage (63.74) recycled and composted at Husky Football games in 2009 is not an approximation.