



2012 Super Bowl Host Committee Provides Environmental Orientation for High School Students

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Indianapolis – As the world celebrates Earth Day, over 100 sophomores - members of the Class of 2012 - representing high schools throughout Indiana joined the 2012 Indianapolis Super Bowl Host Committee for orientation as members of the “1st & Green” Corps.

“1st & Green is a program designed by the 2012 Indianapolis Super Bowl Host Committee to help offset the environmental impact of hosting the Super Bowl,” said Tony Mason, senior vice president of the Host Committee. “The program encourages people across Indiana to become active participants in reducing their carbon footprint as well as saving water.”

With over 180 school districts represented, the Green Corps students have been selected by their school districts to assist with 1st & Green initiatives on behalf of the Host Committee. Those attending today’s orientation listened to speakers throughout the four-hour informational session that offered environmental tips and facts on topics ranging from tree planting to recycling and energy conversation. The speakers included:

- Ed Peszek, Corporate Manager, August Mack Environmental
- Bill Pelon, Lead Developer and Nicole Halper, Coordinating Producer, Innovative Edit
- Carey Hamilton, Executive Director, Indiana Recycling Coalition
- Robin Reinarts, Program Director, National Energy Foundation
- Jill Doneske, Youth Team Tree Leader and Anna Aviles, Youth Team Tree Member, Keep Indianapolis Beautiful, Inc.
- Tim Blagsvedt, Project Manager, United Water Project Ann Mclvor, Director of Environmental Stewardship, Citizens Energy Group
- Matthew Klein, Executive Director, Department of Waterworks, City of Indianapolis
- Karen Haley, Director, Office of Sustainability, City of Indianapolis

Robin Reinarts, program director at the National Energy Foundation, served as the keynote speaker during the orientation. She charged the students to “Think, talk and take action to be more energy efficient. Help others learn how to be more energy efficient, too.”

Green Corps students will serve as a communication liaison between their respective communities and the 1st & Green program. They received information today about how to organize tree plantings, neighborhood clean-ups or waterway clean-ups, for example. “After today’s orientation, I feel equipped to go back to my school and community and get people involved in the 1st & Green program,” said Jessica Schultz, sophomore at Centerville-Abington High School. “I hope to energize students to get involved, starting with simple efforts like recycling their soda cans at lunch or throwing old school papers in the recycle bins.”



“These students will serve as environmental ambassadors, spreading the message about how everyone can contribute to a greener planet. Our vision is that they will carry this message not only through game day and high school graduation, but throughout their lives as well,” concluded Mason

A complete list of students and the schools they represent is available by contacting Dianna Boyce (contact information above). For more information about the 1st & Green program or to start tracking your statistics related to carbon and water savings, visit the Web site at <http://www.1standgreen.com/>.