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ADEQ Director Owens Renews Partnership with University of Arizona to Promote Recycling at Sports Events

PHOENIX (Aug. 28, 2008) -- Arizona Department of Environmental Quality (ADEQ) Director Steve Owens today announced that for the second straight season, ADEQ is teaming up with the University of Arizona to promote and implement recycling at all home UofA sporting events, including football, basketball, volleyball, softball and gymnastics.

Under last year's \$140,000 grant, UofA recycled 248 tons of cardboard, 15.45 tons of aluminum, and 1 ton of co-mingled recyclable material at sports events. Arizona Stadium will have 42 recycling bins for materials discarded by football fans, starting with this Saturday's home opener when UofA plays host to Idaho.

In addition, recycling bins provided by ADEQ will be placed in and around McKale Memorial Center, Hillenbrand Stadium and Sancet Stadium.

More than 180 radio public service announcements promoting recycling will be aired during football, basketball, baseball and softball game and pre- and post-game broadcasts. Video PSAs featuring sportscaster Brian Jeffries, football head coach Mike Stoops and men's basketball head coach Lute Olsen encouraging fans to recycle will be shown on the Arizona Stadium videoboard. Banners and electronic sign messages promoting recycling also will be on display at Arizona Stadium and McKale Center.

"The recycling program has been a huge success among UofA fans," Director Owens said. "A lot of items being thrown away at sporting events can be recycled. This program is not only a great way to increase recycling at UofA events; it reminds people who attend the events of the benefits of recycling, and helps them make recycling a part of everyday life."

"Our partnership with ADEQ is yet another example of the UofA's goal of working to achieve a sustainable campus," said UofA President Robert Shelton. "Managing the flow of waste at these large public events is made considerably easier by involving Wildcat fans directly through education and community involvement."

The UofA partnership is part of ADEQ's effort to promote recycling at sports facilities in Arizona. ADEQ also has partnered with the Arizona Cardinals to promote recycling at University of Phoenix Stadium in Glendale.