

# News Release

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## **LOCAL COMPANY TO IMPLEMENT "GREEN" STANDARDS DURING SUPER BOWL**

**(Tampa, FL)** – *As the clock winds down on the big game, the home team has time for one more play...* Concessions by Cox, Inc. a local Tampa company with five locations in Ohio, Tennessee, Georgia and Florida has been given the opportunity to take this year's Super Bowl to the "promised land" - by incorporating environmental considerations into purchasing and operational decisions, the Cox Organization is producing the first ever environmentally friendly NFL Experience!

Beginning on February 24<sup>th</sup> and running throughout the NFL Experience, Concessions by Cox will work side by side with Party Planners West and the National Football League to lower the Super Bowl's "environmental footprint". Concessions by Cox, Inc. is thrilled to continue implementing "green-conscious" improvements in four areas, as they have done throughout other venues for the past two years:

### **Biodegradable Products**

Cox's concessions and catering operations are incorporating biodegradable products into their food and beverage services. Every food item will be served on/with biodegradable service-ware such as plates, forks, napkins, bowls, straws and etc. Based on last year's numbers, Cox's estimate serving over 70,000 meals on/with compostable products during this event.

### **Pre-Consumer Food Waste**

All food prepared yet uneaten, such as scraps, rinds and etc. will be diverted to a composting facility. An estimated 10 tons will be diverted to Learning Gate Charter School, which teaches the future stewards of our planet effective ways to live green in their daily lives. Its campus sits on 30 acres of pristine woodlands and ponds in Lutz, Fla. (Hillsborough County), just north of Tampa, Florida. The waste collected will be used in the students' award winning organic garden. For more information, please visit <http://www.learninggate.org>.

### **Grease Recycling Program**

Concessions by Cox will collect over 1200 gallons of used frying oil (grease) from 5 locations on the NFL Experience site that will be recycled into a useable fuel called "bio-diesel".

### **General Recycling Program**

All plastic bottles, cardboard, packing materials (where applicable) will be recycled. Cox's estimate a 90-99% percent success rate with over 73,000 bottles being recycled (estimated from last year's numbers).

The Cox Organization welcomes the support and participation of industry colleagues in order to set environmental standards in the special events industry.

*For more information, please contact Teresa Cox Hickey at 813.248.0721 or Mike Minnix at 614.297.0735.*