

NEWS RELEASE

FOR IMMEDIATE RELEASE

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NFL JOINS WITH COMMUNITY PARTNERS FOR PRO BOWL GREENING EFFORTS

Pū‘ōhala Elementary School in Kāne‘ohe site of planting project

Kāne‘ohe- Local children will join with the NFL and members of the U.S. Army Reserve for a planting project to help “green” Pro Bowl and offset the environmental impact of the game.

As part of the NFL Environmental Program’s Pro Bowl community initiatives, school children will plant native trees, shrubs and plants at Pū‘ōhala Elementary School on Friday, January 29, 2016 at 10 a.m. NFL player Jesse Sapolu will join the students for a tree planting ceremony. The school is located at 45-233 Kulauli Street in Kāne‘ohe, Hawai‘i.

Pū‘ōhala Elementary is a unique learning community where English and Hawaiian immersion programs thrive side by side. As part of the tree planting ceremony, students will perform traditional Hawaiian songs and chants and there will be a traditional blessing of the plantings. Soldiers from the United States Army 9th Reserve Support Command will assist with the plantings.

Five trees will be planted including an ‘ulu tree which produces a nutritional fruit used in native Hawaiian dishes, and an ‘ōhi‘a lehua, a native red flowering tree that will be placed at the front of the school. Gardens including food, medicinal and flowering plants will also be planted. Students will be involved in the care of the trees and plants and will use the flowers grown to make leis.

In addition to providing shade and food, beautifying the school campus, and teaching the children to care for the environment, the plantings also promote NFL PLAY 60, the league's youth health and wellness campaign, by encouraging children to enjoy outdoor activities.

The NFL is partnering with Friends of Hawaii's Urban Forests, Department of Land and Natural Resources Division of Forestry and Wildlife's Kaulunani Urban & Community Forestry Programs for this project.

This greening initiative is part of the NFL's broader efforts to reduce the climate impact of Pro Bowl events. Similar programs have been successfully implemented at past Pro Bowls and have received significant community support and participation.

Environmental Initiatives at the 2016 Pro Bowl Include:

- Working with Aloha Stadium to maximize recycling of beverage containers in the stadium parking lot during tailgating at Pro Bowl. Tailgaters will be asked to place cans and bottles in containers marked for recyclables. Recycling saves energy, conserves resources, and reduces the need for new landfills and incinerators. Hi-5 redemption funds support local community organizations.
- Prepared Food Recovery at all appropriate Pro Bowl events in partnership with Aloha Harvest. Un-served prepared food from Pro Bowl events is being distributed to local shelters and community kitchens.
- Material recovery and donation of decorative materials, office supplies and other items. These items are donated to local community nonprofit agencies for fund raising auctions or reuse.
- "Green" power. Aloha Stadium will use "green energy" provided by TerraPass to power the stadium on game day.

The NFL Environmental Program began incorporating environmental principles into the management of Pro Bowl events fifteen years ago. The NFL Environmental Program is just one of a large number of community events and initiatives developed each year by the NFL to leave a positive legacy in the Pro Bowl host community.

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