



# NEWS RELEASE

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## **TAILGATING RECYCLING TAKES PLACE TODAY AT COLTS GAME**

*CITY OF INDIANAPOLIS, LUCAS OIL STADIUM, COCA-COLA TEAM UP TO OFFER RECYCLING OPPORTUNITIES FOR COLTS FANS*

INDIANAPOLIS – Tailgating Recycling will take place today for Colts fans who pre-game in the Lucas Oil Stadium parking lot. The City of Indianapolis, Colts, Lucas Oil Stadium and Coca-Cola have teamed up to provide bottle and can recycling containers in an ongoing effort to increase recycling at the stadium and across the city.

“Colts fans take great pride in our team and our city, and Tailgating Recycling offers a terrific way for them to show support for both,” Mayor Greg Ballard said. “Recycling programs at sports venues have the potential to make a significant, positive impact. Tailgating Recycling means our true blue fans can be green inside the stadium and outside as well.”

Forty volunteers from Coca-Cola will distribute blue recycling bags to fans today. Tailgaters can help boost the city’s recycling efforts by collecting recyclable bottles and cans in the blue bags, then dropping off the bags in areas designated by “TAILGATING RECYCLING HERE” signs as they exit the parking lot. Volunteers wearing “RecyclingIndy” buttons will be on hand to answer questions and encourage participation.

This Colts Tailgating Recycling event continues the efforts of the “RecyclingIndy” campaign, supported by the City of Indianapolis, Lucas Oil Stadium and other community partners and funded by a \$42,000 U.S. Environmental Protection Agency grant to boost recycling at sports arenas. Lucas Oil Stadium continues to increase in-stadium recycling efforts. In 2010, the stadium recycled more than 22 percent of its waste.

Mayor Ballard created the City’s Office of Sustainability in 2008 and is committed to making Indianapolis the most sustainable city in the Midwest. For more information, visit [www.sustainindy.org](http://www.sustainindy.org).

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