Greening The Super Bowl

Jack Groh
Director, National Football League Environmental Program

How did the Super Bowl, a large-scale event that consumes massive amounts of resources, become the greenest professional sports championship in the world? It wasn’t easy. In this talk, Groh will discuss the 22 years of lessons learned about how persistence and innovation can pay off, as well as how one person can make a difference in the world.

Groh has been a communications and environmental consultant for more than 25 years and has worked on Super Bowl since 1993. Under his leadership, Super Bowl has become recognized as the greenest professional sports championship in America.

Tuesday, January 27, 2015
12-1:15 p.m.
Ventana Room B
Memorial Union
Arizona State University, Tempe campus
(Lunch to be served)

Parking and directions:
sustainability.asu.edu/directions

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Seating is limited, so please RSVP for this event.

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The Sustainability Series is presented by ASU’s Julie Ann Wrigley Global Institute of Sustainability.