



NEWS RELEASE

For immediate release

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ONE THOUSAND TREES HELPING TO “GREEN” SUPER BOWL HUGE PLANTING PROJECTS UNDERWAY IN TAMPA BAY

TAMPA BAY – A thousand new trees will take root in urban neighborhoods and wildlife areas throughout the Tampa Bay area as part of the overall “greening” of Super Bowl XLIII.

The program kicked off in November with a single tree planting on Egmont Key. More than a dozen additional tree planting projects followed leading up to Super Bowl. Planting sites have included wildlife refuge areas, school campuses, public parks, estuaries and riversides throughout Hillsborough and Pinellas County. Every project is designed to support native habitat by using only Florida native tree species. Each host site must also commit to care and maintenance of the trees so that they will survive to maturity.

These projects are part of the NFL Environmental Program’s urban and community forestry initiative, developed in partnership with the Tampa Bay Super Bowl Host Committee and dozens of local, state and federal agencies. Funding for the tree planting program has been provided by the US Forest Service, the State of Florida Division of Forestry and the Home Depot.

This is the fifth year that the NFL has developed urban forestry projects as part of its overall environmental program at Super Bowl. This year marks the first time a long term monitoring program will be put in place to track the environmental impact of the tree plantings. Using software developed by the US Forest Service and with the support of the Florida Division of Forestry, data will be collected from planting sites over time to help calculate the actual greenhouse gas impact of the trees each year.

The NFL Environmental Program, in partnership with the Tampa Bay Super Bowl Host Committee, has developed a series of initiatives to reduce the environmental impact of Super Bowl related events. These include: recovery of prepared food from events, solid waste recycling at major NFL events, donation of all leftover building and decorative materials to local nonprofits, use of renewable energy to power the NFL Experience Football Theme Park and the stadium on game day, collection of used books and sports equipment for local schools and youth agencies, and travel offsets for the teams and NFL officials traveling to Super Bowl XLIII.

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Community Partners:

National Football League	Tampa Bay Estuary Program
Tampa Bay Super Bowl Host Committee	Greater Pinellas Point civic Association
Tampa Bay Reforestation and Environmental Effort, Inc.	Office of Governor Charlie Crist
US Forest Service	City of Saint Petersburg
State of Florida Division of Forestry	Science Center of Pinellas County
Tamp Bay Buccaneers	Society of American Foresters, Caribbean Chapter
Tampa Bay Watch	A1 Assets
Pinellas County Extension	Hillsborough Parks and Recreation Department, Special Events
The Home Depot	Hillsborough Community College
Plant City	University of Florida, College of Agriculture and Life Sciences
Hillsborough County	Cosby Kids Keep Our Schools Beautiful
City of Dunedin	City of Tampa Department of Solid Waste and Environmental Management Program
Keep Hillsborough County Beautiful	Modern Business Associates
Museum of Science and Industry	Seminole Electric Cooperative
Egmont Key Alliance	
Florida Park Service	
Florida Native Plant Society, Pinellas Chapter	