

X Games EnvironmentalTM Sponsors and Exhibitors Best Practices Complete Guide

ESPN X Games is committed to environmental stewardship in all facets of event planning. A commitment to waste reduction, recycling, use of environmentally friendly products and renewable resources, and reducing emissions are at the forefront of thought when planning, implementing, and executing projects related to X Games events.

ESPN X Games encourages employees, vendors, and spectators alike to proactively support X Games EnvironmentalTM (XGE). The following checklist will assist sponsors and exhibitors in supporting the XGE commitment to protecting the environment. These resources will help you plan more efficiently and effectively, as well as help you celebrate your green achievements, and may even help you save money by preventing waste.

EXHIBIT/BOOTH PRE-PLANNING

Paper/office supplies & practices

Think green when ordering and using office supplies.

- Use recycled-content paper in copiers and printers (30% or more post-consumer recycled content is preferable).
- Buy recycled-content office paper products, such as file folders and envelopes.
- Buy remanufactured laser toner and printer cartridges and recycle used cartridges.
- Print and copy documents double-sided.
- Communicate and order supplies electronically or via telephone, not on printed forms.
- Order in bulk to avoid excess packaging.
- Ask suppliers for deliveries to be made in returnable containers.
- Use safe substitutes to hazardous chemicals whenever possible for cleaning, production, etc.

Promotional Products

Please consider the following in selecting any booth giveaways/handouts to event spectators.

- Choose items that will have long-term use following the event.
- Order items in bulk to reduce packaging, and not in individual wrappers, if feasible.
- Always request recycled-content paper from your printers for any printed collateral.
- Choose items made with recycled content. (Please see attached **Resources** list to locate vendors that specialize in “green” promotional products).
- Choose items made from a single material that is recyclable; for example, paper signs made from 100 percent paper fiber that do not contain plastic coatings, handles, etc.
- Cardboard boxes and paper wrapping from promotional items should be properly recycled in the recycling bins provided in the X Games logistics area. (Please see recycling section to learn more about recycling opportunities and procedures.)

Food/beverages

Follow these simple steps to align green practices with your food and beverage offerings.

- To minimize waste, serve beverages or food in one single container/wrapper. For example, avoid serving a hot dog in a foil/paper wrapper and a paper boat.
- Use napkins that contain recycled-content paper fibers or other environmental properties like unbleached/natural fibers.
 - o Bulk containers should be recyclable – #1 or #2 plastic

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- Serve beverages in containers that are locally recyclable – #1 or #2 plastic BOTTLES, or aluminum cans.
 - Plastic cups, regardless of the numbers printed on them, and all Styrofoam® cups, are NOT recyclable in most U.S. programs. Both should be avoided if possible.
- Serve beverages or food in containers that are biodegradable and can be COMPOSTED. All paper products, including waxed paper cups, paper plates and napkins, are compostable at the compost facility the X Games works with in Los Angeles.
 - XGE will be collecting and diverting all compostable materials that are generated at the event.
 - A new generation of plastics made primarily from corn, called “PLA,” is now widely available. PLA plastic is designed to break down in a compost facility within 90 days and become a valuable soil amendment. (Conventional plastics never decompose.) For a complete listing of companies that can supply you with compostable plastic containers, please see **Resources** section.
- Provide stir-sticks for beverages made of wood, *not* plastic—the wood can be composted.
- Food scraps/waste, such as banana peels, strawberry stems, coffee grounds or tea bags can be composted.
 - Please contact XGE if you would like a designated composting container provided for your booth.
- Educate staff about booth products and packaging recyclability/compostability so they will be able to handle materials correctly.
- Donate any food or beverages that cannot be saved for use at future events to a local food bank for redistribution to disadvantaged community members. Please see **Resources** section.
- When ordering catering trays for meetings, etc., try not to over-order, and, if refrigeration is available, save extras for later, or encourage staff to take surpluses home.

Transportation

Please encourage all booth employees/staff to rideshare by carpooling or by taking public transportation to the event whenever possible.

ON-SITE EVENT RECYCLING

Sponsor and exhibitor cooperation is key to the success of XGE recycling efforts. XGE requests that you ensure waste generated at your exhibit/booth during setup, operation, and strike is placed into proper containers. We also encourage your booth staff to educate spectators about where they can discard disposable item(s) they receive from you.

Public-Area Recycling: XGE is providing three-way stations to enable X Games spectators to separate discards into the following three categories:

- RECYCLABLES – cans & bottles
- COMPOSTABLES – food waste & paper products
- TRASH – everything else

Backstage Recycling: In addition to the main items being recycled in public areas, several additional recycling opportunities are available to exhibitors, sponsors, vendors, and staff catering. Designated recycling containers for the items below will be located in the X Games logistics area. Should you need assistance with large quantities, please contact XGE.

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- **CARDBOARD RECYCLING** – Clean and dry cardboard is preferred because it enhances its recycling value; however, wet or dirty cardboard can still be recycled by putting it in the compost bin.
- **ELECTRONIC WASTE** – Batteries, video tapes, CDs/DVDs, toner cartridges, and other electronic devices can be recycled.
- **PLASTIC WRAP** – Pallet and product shrink wrap can be recycled.

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RESOURCES

GREEN PRODUCTS

Printed below is a list of recycled-content and green resources that you may find helpful. Purchasing environmentally preferred products is a key way to protect the environment. Environmentally responsible alternatives exist for virtually every product your company may use.

GREEN PRINTERS

To help you locate printers who have experience in using high recycled content papers (and may possess other environmental printing certifications) for your X Games printing needs, the following businesses may be able to assist:

<p>Adage Graphics Larry Christian 411 Coral Circle El Segundo CA 90245 Business: 310/607-0200 Email: info@adagegraphics.com</p>	<p>Anderson Printing Tami Hanson 855 N. Cahuenga Blvd. Hollywood CA 90038 Business: 323/460-4115 Email: thanson@andersonprinting.com Web site: www.andersonprinting.com</p>	<p>Hennegan Company Carlos Arriola 7455 Empire Drive Florence KY 41042 Business: 859/538-3012 Email: carriola@hennegan.com</p>	<p>LA Graphico Brandon Gabriel 3800 Vanowen St. Burbank, CA 91505 Email: BGabriel@lagraphico.com Web site: http://www.lagraphico.com</p>
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IMPRINTABLE PROMOTIONAL PRODUCTS

To help you locate promotional products with recycled paper and plastic content or other “green” attributes, the following list of product vendors has been compiled. *(The suggestions below are only intended to elicit eco-action; they are not endorsed by ESPN X Games or The Walt Disney Company.)*

Companies such as those highlighted below can provide a wide range of items, most of which are imprintable with logos/branding, including apparel, bags, bottles, signs, printed materials, badges, trophies, luggage tags, banners, key chains, hats, mugs, toys like mini-skateboard decks, action sport accessories, jewelry, and more. Please visit their Web sites or contact them to explore opportunities to “green” your product offerings.

<p>Adapt Ad Specialty Yvette Berke 13618 Lemay Street Van Nuys, CA 91401-1114 Business: 888/782-6974 or 818/782-6974 Fax: 818/782-6975 E-mail: yberke@aol.com</p>	<p>Amazing Recycled Products Mary Jarrett 3449 S. Halifax Way Aurora, CO 80113 Business: 303/699-0450 Email: amazing@amazingrecycled.com Web site:</p>	<p>Barker Specialty Company Steven Barker 27 Realty Drive Cheshire, CT 06410 Business: 203/2727-2222 x 209 Email: steven@barkerspecialty.com Web site:</p>
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Web site: http://www.adaptadspecialty.com	www.amazingrecycled.com	http://www.barkerspecialty.com/corpsite/default.asp
Beyond Zebra Terri Yamate 333 S. Front Street, #100 Burbank, CA 91502 Business: 818/955-9614 x11 E-mail: terri@beyondzebra.net	Corrugated Art 1685 H Street, #428 Blaine, WA 98230 360/306-5720 Business: 877/213-6451 Web site: www.corrugatedart.com	Ecoist Ecoist Customer Service 404 Washington Ave. Suite 120 Miami, FL 33139 Phone Number: 305/674-0433 Email: info@ecoist.com Web site: www.ecoist.com
Excellent Packaging Allen King 3220 Blume Drive Richmond, CA 94806 Business: 800/317-2737 E-mail: allenk@mindspring.com Web site: http://www.excellentpackaging.com	Fairware Promotional Products 3378 W. 15 th Street Vancouver, BC V6R 2Y8 Business: 604/732.FAIR (3247) Fax: 604/732.3257 Email: info@fairware.ca Web site: http://www.fairware.ca/	Goldman Promotions Phillip Gencher 431 W. Lambert Rd., Suite 304 Brea, CA 92821 Business: 714/990-8686 x 108 Email: Pgencher@goldmanpromotions.com Web site: www.goldmanpromotions.com
Greenfeet 275 Fairchild Ave., Unit #107 Chico, CA 95973 Business: 888/562-8873 Email: service@greenfeet.com Web site: http://www.greenfeet.com	Green Glass Renee Grul Director of Sales & Marketing Green Glass Inc. 5801 Stella Ave. Schofield, WI 54476, USA Business: 715/355-1897 Fax: 715/355-1697 Email: renee@greenglass.com Web site: www.greenglass.com	GREEN CARDS Arthur Blank & Co—Corn Cards 225 Rivermoor Street Boston, MA 02132 Business: 800/776-7333; 617/325-9600 Email: abco@abco.com

GreenHome Inc. 850 24th Ave. San Francisco, CA 94121 Business: 877/282-6400 Fax: 415/752-6389 Email: help@greenhome.com Web site: www.greenhome.com	Home & Planet 25 East 3rd Street, Bethlehem, PA 18015 Business: 610/866-7370 Toll free: 877/966-1009 Email: homeandplanet@fast.net Web site: www.homeandplanet.com	Impressions Marketing 46 LePage Court, Toronto, Ontario, M3J 1Z9, Canada Business: 416/638.9895 Website: www.recycled.ca
Recycle Store California Integrated Waste Management Board www.ciwmb.ca.gov/RCP	Recycled Products Cooperative 137 N. El Camino Real Encinitas, CA 92024 Business: 800/694-8355 Email:	Resource Revival PO Box 440 Mosier, OR 97040 Business: 800/866-8823 Fax: 800/736-0984

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	information@recycledproducts.org Website: http://www.recycledproducts.org/	Email: answers@resourcerevival.com Web site: www.resourcerevival.com
Signature Marketing 134 West Street, Simsbury, CT 06070 Toll Free: 877/658-7172 or 800/841-7826 Fax: 860/651-8376 fax Email: sigcycle@aol.com Web site : www.signaturemarketing.com	Weisenbach Specialty Printing 437 Holtzman Avenue Columbus, OH 43205-1604 Business: 800/778-5420; 614/251-8585 Fax: 614/251-8440 E-mail: sales@weisenbach.com Website: www.recycledproducts.com	Western Badge & Trophy 1716 West Washington Blvd Los Angeles, CA 90007 Business: 323/735-1201 x204 Fax: 323/735-8571 Email: MarisolB@wbtpromotional.com

COMPOSTABLE PRODUCTS

Many regular food service suppliers carry paper plates, paper boats and paper cups, all of which are COMPOSTABLE and are thus preferred over non-recyclable, non-compostable petroleum plastics like Styrofoam®. Please contact your regular food service suppliers such as US Food and Sysco, to inquire about availability. Specify that you would like products with recycled content whenever possible.

To locate products made from new, biodegradable materials like PLA and other bio-ware compostable plastics, please contact the following vendors.

Eco Products Luke Vernon 3655 Frontier Ave Boulder, CO 80301 303/449-1876 ext. 107 lvernon@ecoproducts.com http://www.ecoproducts.com/ 303/449-1876 ext. 107 vernon@ecoproducts.com http://www.ecoproducts.com/	Excellent Packaging Allen King 3220 Blume Drive Richmond, CA 94806 800/317-2737 allenk@mindspring.com http://www.excellentpackaging.com/pages/1/
Green Earth Office Supply 800/327-8449 http://greenearthofficesupply.stores.yahoo.net/	Green Home 877/282-6400 http://www.greenhome.com

OFFICE SUPPLIES, BUILDING MATERIALS, FURNITURE, AND MORE

The California Integrated Waste Management Board provides a comprehensive list of all commercially available recycled-content products. You can find a wide range of promotional product companies, as well as office supplies, furniture, building materials, and more at <http://www.ciwmb.ca.gov/RCP>.

FOOD BANK

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We encourage booth sponsors and exhibitors to donate surplus (uneaten) food items to a local food distribution (bank) program. (A national law protects donors from liability.) An organization serving the Los Angeles area is:

Los Angeles Regional Foodbank
1734 East 41st Street
Los Angeles CA 90058-1052
323/234-3030
<http://www.lafoodbank.org>

OTHER DONATIONS

Reusable event display surplus items in working/usable condition, such as extra booth giveaways, shelving, clothing, etc. can be donated. (No upholstered furniture, electronics or appliances, please.) Please contact XGE staff to arrange pickup of items, which will be transported to L.A. Shares, which supports local schools and nonprofit organizations.

For more information about any of these initiatives, please contact:

Disney's Environmental

Marialyce Pedersen
818/553-7259
805/390-9610
marialyce.pedersen@disney.com
<http://www.disneyenvironmentality.com>

ESPN X Games

Michelle Plotkin
860/559-3707
Michelle.M.Plotkin@espn.com
<http://www.xgamesenvironmentality.com>

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