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***For Immediate Release  
Monday, September 17, 2007***

## **PRESS RELEASE**

### **Fans Enjoy Game and Recycle at the Orange Bowl**

*-New City of Miami recycling program kicks off during UM/FIU game-*

(Miami, Florida) – For the first time ever, local football fans have the opportunity to recycle their cans and bottles while enjoying a good game at the Orange Bowl. The City of Miami with support from Coca Cola, launched the “*Green It!*” recycling program during the UM/FIU game last Saturday, at the Orange Bowl.

“The launch of *Green It!* at the Orange Bowl this weekend demonstrates our commitment to sustainability in providing recycling programs throughout the City of Miami,” said Mayor Manny Diaz. “We are looking at options very closely and hope to expand the recycling rate and availability in the next several months.”

The recycle initiative is spearheaded by the City of Miami’s Office of Sustainable Initiatives (MSI), in cooperation with the Department of Public Facilities. The launch of the program this past weekend allowed fans to recycle at any of 350 green recycled placed throughout the Orange bowl. The bins will be utilized throughout the season and will then be used for recycling at future City of Miami events.

“The City of Miami is very committed to the well-being of our environment, and the new *Green It!* recycling program is a testament to that commitment,” said Commissioner Joe Sanchez, Chairman of the Green Commission. “I encourage all fans attending Orange Bowl games to *Green It!*”

Until now, over 50,000 plastic bottles were utilized and thrown in the trash at every game in the Orange Bowl. That is over a half million plastic bottles each season.

The Miami Office of Sustainable Initiatives (MSI) is the designated office responsible for addressing the City's environmental programs by coordinating with other City

Departments and environmental experts to assure that the City of Miami is working toward becoming a model for environmental best practices.

For more information, call Robert Ruano, Director, Grants and Sustainable Initiatives, 305-962-6142.

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***Where Community  
Comes First!***