



**SUPER BOWL LVI
NFL “GREEN WEEK” EVENTS BEGIN JANUARY 22**

“Green Week” Features Tree Planting, Community Garden Builds, A Kelp Forest Restoration, and Super Kids-Super Sharing Donation Project

Los Angeles – (January 20, 2022) – The countdown to Super Bowl LVI is on and numerous community environmental events will take place in the days leading up to the game. The events of Super Bowl Green Week will focus on building community gardens, planting trees, restoring a kelp forest and putting books, sports equipment and school supplies in the hands of kids that need them the most.

These projects cap off a season of community greening initiatives implemented in the greater Los Angeles area by NFL Green in partnership with the Los Angeles Super Bowl Host Committee and Verizon.

Here is a full run down of “Green Week” events:

Saturday, January 22 – City of San Fernando Street Tree Planting

Where: 502 N. Huntington Street, San Fernando, CA

Time: 9am to 12pm (welcome/media moment at 9am)

Under the direction of TreePeople, community volunteers will plant 30 evergreen trees along Huntington Street to provide critical public health and environmental benefits, including shade, heat reduction, increasing walkability, improving air quality, carbon sequestration and rainwater capture. TreePeople will maintain the trees for at least three years to ensure they are well established.

Monday, January 24 – Championship Dive Kelp Forest Restoration

Where: Cabrillo Marine Aquarium, 3720 Stephen M. White Drive, San Pedro, CA 90731

Time: 10:30am media moment, followed by beach clean up and opportunity for media to take a shuttle boat to the kelp forest restoration site.

Media who would like to join on the boat please RSVP to Steve “Gonzo”

Gonzalez, steve@forceblueteam.org (757) 348-3660.

A Force Blue production crew will make video available to media on request.

NFL Green and the Los Angeles Super Bowl Host Committee are teaming up with Pepsi Stronger Together, PepsiCo VALOR, Special Operations Veterans from FORCE BLUE, scientists and researchers from the Bay Foundation and the Cabrillo Marine Aquarium — as well as commercial urchin harvesters, local volunteers and Environmental Charter Middle School students, for a kelp restoration project. A dive vessel will transport divers and a small production crew out to a large, shallow water (10-30 ft.) “urchin barren” just off Cabrillo Beach in San Pedro, Los Angeles. There, the dive teams will work to clear thousands of purple sea urchins that have laid waste to the area, creating several “kelp restoration plots” that, together, will make up the size of a football field. Simultaneous to this in-water work, educators from the Cabrillo Marine Aquarium will lead charter school students on lab visits, a tour of the aquarium and nearby salt marshes and a clean-up of the beach directly adjacent to the dive area.

Beyond their beauty and iconic status as part of California's marine landscape, kelp forests provide shelter and food for thousands of species, from invertebrates to large marine mammals. They also trap massive amounts of carbon dioxide, filling an essential role in the fight to slow the effects of climate change. Over the last 100 years, massive declines in kelp forest have occurred off California's coast, in some places exceeding 90%. Restoration rapidly restores life to these amazing ocean forests.

Thursday, January 27 – Super Kids-Super Sharing sports equipment book and school supply donation project

Where: Collins and Katz Family YMCA, 1466 S. Westgate Avenue, Los Angeles, CA

Time: Collection event begins at 9am. Ceremony/media moment at 10:30am.

**Masks and proof of vaccination required*

Items being collected at local schools and YMCA-LA branches will be brought to a culminating Super Kids-Super Sharing event at the Collins and Katz Family YMCA. Donating schools and YMCA's will begin arriving at 9am to drop off the items they've collected. In the afternoon donated items will be shared with local schools and organizations that serve children in traditionally under-resourced communities. Super Kids-Super Sharing has been implemented in every Super Bowl host community for the past 23 years. For Super Bowl LVI, NFL Green is teaming up with local public and private schools, the YMCA of Metropolitan Los Angeles, the Los Angeles Super Bowl Host Committee, the Los Angeles Rams, Los Angeles Chargers and NFL partner Verizon. As part of Super Kids, Verizon will present a \$12,500 grant to the Social Justice Learning Institute to help advance work to improve education, health and the well-being of youth in communities of color by empowering them to enact social change through research, training and community mobilization.

Saturday, January 29- Queen Park Community Garden

Where: 652 E. Queen Street, Inglewood CA

Time: 9 am to 1 pm

**Masks and proof of vaccination required*

NFL Green began Super Bowl LVI community greening projects in Inglewood last fall by planting 56 trees at Edward Vincent Jr. Park and will conclude Green Week events back in the Super Bowl host city. Volunteers will replace soil and plant twenty raised garden beds, plant trees, paint, clean and beautify Queen Park Community Garden. The Social Justice Learning Institute oversees the garden and uses it for classes and activities. They will have staff and volunteers onsite to lead the garden planting.

NFL Green is implementing numerous community greening projects in the greater Los Angeles area for Super Bowl LVI including:

- The planting of 56 trees for Super Bowl LVI and beautification projects at Edward Vincent Junior Park in partnership with the City of Inglewood Parks, Recreation and Community Services Department.
- In partnership with Los Angeles County Supervisor Hilda L. Solis, the planting of dozens of trees and a large vertical wall garden at CultivaLA's Westlake Community Garden to provide fruit, vegetables and herbs to a neighborhood that has been highly impacted by Covid-19.
- Refurbishment and expansion of the Mott Street Community Garden in the Boyle Heights neighborhood of Los Angeles in partnership with LA Conservation Corps

- In partnership with California Greenworks, 25 Brisbane Box trees and Australian Willows were planted along the north side of Jefferson Boulevard in South Los Angeles to increase tree canopy, provide shade, beauty and improve air quality in the neighborhood.
- The planting of dozens of street trees in the Watts neighborhood of Los Angeles to add shade, beauty and additional tree canopy, in partnership with TreePeople.
- The planting of a large California Oak “Wishing Tree” at Wishing Tree Park in West Carson as part of an initiative to create much needed greenspace in the neighborhood in partnership with Los Angeles Neighborhood Land Trust.

A final “passing of the golden shovel” community greening event will take place later this year. That event will mark the passing of Super Bowl community greening projects from Los Angeles to Phoenix, site of Super Bowl LVII.

NFL sustainability partner Verizon will also plant 5,600 trees (100 trees for each Super Bowl) in the Angeles and Los Padres National Forests. The project is focused on reestablishing native ecosystems and the recovery of lands and watersheds damaged by wildfire.

A unique fan engagement project called “Green and Win” will be implemented at Super Bowl. Fans caught in the act of recycling may win a unique Super Bowl hat and have their photos posted on NFL social media.

Prepared unserved food from Super Bowl events will be recovered and distributed to shelters and feeding programs in partnership with the Los Angeles Food Bank and Los Angeles Mission. Building materials, décor and other event materials from Super Bowl will be donated to local nonprofit organizations in partnership with the Salvation Army, and green-e certified renewable energy credits will be purchased to offset energy use at Super Bowl events.

About NFL Green

The National Football League has incorporated environmental projects into the management of tentpole events for nearly 30 years. NFL Green is the NFL’s sustainability program which aims to reduce the environmental impact of events and leave a positive “green” legacy in host communities. These efforts include food recovery and distribution, recycling and solid waste management, recovery and donation of event and building materials, community greening and reforestation projects, the use of “green energy” to power events and Super Kids-Super Sharing, a community initiative to help support local youth.

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