

Ball Corporation and CU Athletics Open the Zero-Waste Aluminum Can Tailgate Zone at Franklin Field

BROOMFIELD, Colo., Sept. 6, 2016 /[PRNewswire](#)/ -- Franklin Field will be transformed into a beacon of sustainability this football season.

Learfield's Buffalo Sports Properties is pleased to announce that the University of Colorado Athletics' most popular pre-game tailgate destination – Franklin Field – is now the "Aluminum Can Zone Presented by Ball Corporation."

Adjacent to Folsom Field, the beautiful grass field ringed with pop-up tent-tailgate areas will be family-friendly, vehicle-free, and zero-waste, featuring infinitely recyclable aluminum containers, compostable foodware, full compost and recycling collections, and exhibits highlighting Ball's sustainability efforts, as well as CU Athletics' sports sustainability leadership.

Fans can access their tent-tailgate space in the Aluminum Can Zone Presented by Ball Corporation from parking located in the new solar-powered Indoor Practice Facility underground garage adjacent to Franklin Field.

"We are thankful to our partners at Ball Corporation for sharing our passion for recycling and supporting our mission as the nation's first NCAA sports sustainability program, Ralphies Green Stampede, while encouraging our Buff fans to recycle at home, work and play," says CU Athletic Director Rick George.

By featuring 100-percent recyclable aluminum containers, the Aluminum Can Zone will help prevent glass and other hazards from being deposited on the field where kids play during tailgate times and student-athletes practice between games.

"Sustainability is incredibly important at Ball, and we have supported aluminum can recycling and CU's sustainability efforts for many years," said Chris Chavez, director of global corporate citizenship and corporate relations. "We encourage consumers to recycle all of their aluminum cans, which in turn will save resources, reduce energy use and emissions, and create jobs."

The Aluminum Can Zone tailgate-tents will come stocked with a special set of cups, plates, and utensils supplied by our partner, Eco-Products. These products are specially designed for use in our new tailgate area, and will integrate perfectly with CU Buffs tailgate themes.

Fans will recognize the Ralphies Green Stampede cups used throughout the stadium since 2012. Plates are an attractive high-end compostable material, and the cutlery is a mix of CU colors.

All foodware products are compostable or recyclable and will contribute to Ralphies Green Stampede's ongoing efforts to eliminate game day waste.

Fans won't have to look far to find special Ralphies Green Stampede recycling and compost collection stations located around the perimeter of Franklin Field.

"At the new Aluminum Can Zone, our fans can enjoy all of their favorite pre-game festivities and cheer on the Buffs while remaining environmentally conscious. We look forward to seeing everyone before each of our home games this season," George added.

Ralphies Green Stampede is a partnership between CU Athletics, the CU Environmental Center, and CU

Facilities Management, and is supported by major sponsors including Ball Corporation, Wells Fargo, BASF, PepsiCo Recycling, Eco-Products, and Levy Restaurants.

Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 18,700 people worldwide and pro forma 2015 net sales were \$11 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

For more information: www.facebook.com/RalphiesGreenStampede or www.ball.com/recycling.

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