Ball News Releases

Ball Corporation and Kroenke Sports & Entertainment Reveal New Signage at Ball Arena in Denver

The milestone also celebrates Ball and KSE's ongoing dedication to environmental sustainability, as Ball Arena seeks to eliminate more than 1 million single-use plastic cups and bottles annually

WESTMINSTER, Colo., Feb. 17, 2022 /PRNewswire/ -- Ball Corporation (NYSE: BLL) and Kroenke Sports & Entertainment (KSE) have revealed the new Ball Arena signage at the entrance to the arena, marking a milestone moment for the two companies. In 2020, Ball and KSE established a first-of-its-kind partnership to advance sustainability in sports and entertainment, which includes naming rights for Ball Arena, home to the NBA's Denver Nuggets, NHL's Colorado Avalanche and NLL's Colorado Mammoth, alongside family entertainment and concerts.

"From the beginning of our partnership, Ball and KSE have focused on leveraging the influence and reach of sports and entertainment to drive meaningful change in sustainability," said Dan Fisher, President and CEO-elect, Ball Corporation. "Going into year three at Ball Arena, today we celebrate the continuation of our goals and broader progress we've made together on helping venues both reach their sustainability targets and bring fans a more environmentally friendly visitor experience through increased use of infinitely recyclable aluminum cans, cups and bottles. We look forward to continuing to work with KSE in Denver and beyond."

Ball and KSE have made significant progress on reducing plastic waste and bringing fans a more environmentally friendly fan experience at Ball Arena. By introducing multiple sizes and formats of infinitely recyclable aluminum cans, cups and bottles, Ball Arena has eliminated more than 350,000 single-use plastic cups and bottles and is on pace to eliminate more than 1 million single-use plastic cups and bottles in 2022. Ball and KSE have also spearheaded The Green Assists program, which is focused on recycling and education, and launched consumer activations such as Team Aluminum, a program that makes recycling easy for fans by enlisting ambassadors to collect recyclables using backpacks.

"We are excited to celebrate our partnership with Ball Corporation and officially reveal the new signage at Ball Arena," said Matt Hutchings, KSE Executive Vice President and Chief Operating Officer. "Working together, we believe this partnership is transformative and will continue to help redefine the way arenas and stadiums operate globally."

The Ball and KSE partnership was founded on a shared vision to advance sustainability in sports and entertainment by strengthening in-venue aluminum recycling, providing fans with a more environmentally friendly fan experience and showcasing aluminum beverage packaging as the most sustainable choice. Global efforts include partnerships with Premier League's Arsenal F.C., which plays in London's Emirates Stadium, and the NFL's Los Angeles Rams and their home stadium, SoFi Stadium.

Download media assets here.

About Ball Corporation
Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care and household products for customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 24,300 people worldwide and reported 2021 net sales of $13.8 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

About Kroenke Sports & Entertainment
Denver-based Kroenke Sports & Entertainment (KSE) is one of the world's leading ownership, entertainment and management groups. KSE's portfolio of professional sports teams and venues include: the Los Angeles Rams (NFL), Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Rapids (MLS), Colorado Mammoth (NLL), SoFi Stadium, Ball Arena, Dick's Sports Goods Park and the Historic Paramount Theatre. Additional properties under KSE's umbrella include Altitude Sports & Entertainment,

a 24-hour regional television network and Altitude Authentics, the company's official retail provider.

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and they should be read in conjunction with, and qualified in their entirety by, the cautionary statements referenced below. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key factors, risks and uncertainties that could cause actual outcomes and results to be different are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Additional factors that might affect: a) our packaging segments include product capacity, supply, and demand constraints and fluctuations and changes in consumption patterns; availability/cost of raw materials, equipment, and logistics; competitive packaging, pricing and substitution; changes in climate and weather; footprint adjustments and other manufacturing changes, including the startup of new facilities and lines; failure to achieve synergies, productivity improvements or cost reductions; unfavorable mandatory deposit or packaging laws; customer and supplier consolidation; power and supply chain interruptions; changes in major customer or supplier contracts or loss of a major customer or supplier; inability to pass through increased costs; political instability and sanctions; currency controls; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and shelter-in-place orders in any country or jurisdiction affecting goods produced by us or in our supply chain, including imported raw materials; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed above plus: the extent to which sustainability-related opportunities arise and can be capitalized upon; changes in senior management, succession, and the ability to attract and retain skilled labor; regulatory actions or issues including those related to tax, ESG reporting, competition, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; the ability to manage cyber threats; litigation; strikes; disease; pandemic; labor cost changes; inflation; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies, including policies, orders, and actions related to COVID-19; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and divestitures, and their effects on our operating results and business generally.

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