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Tens of Thousands of Foam Cups Collected for Recycling at 2010 AAU Junior Olympic Games

Join us at the track and field event – Dart Container makes “green” the new gold at Hampton Roads’ premier sports event by diverting used foam cups from area landfills

WHEN **Thursday, August 5, 2010**
Friday, August 6, 2010
7 a.m. to 11 a.m.

WHERE **Track and Field Venue – Dick Price Football Stadium**
Norfolk State University, 700 Park Avenue, Norfolk, VA

WHAT In partnership with the Hampton Roads Sports Commission, the 2010 Amateur Athletic Union (AAU) Junior Olympic Games, one of the country’s largest amateur multi-sport events for youth, is reducing its environmental impact this year by recycling tens of thousands of foam cups. The 10-day, 20 sport event is focused on setting a new standard for U.S. athletic events by incorporating green practices into all events. The Hampton Roads Sports Commission is producing the AAU Junior Olympic Games. The Hampton Roads Sports Commission has partnered with Dart Container Corporation, the event’s sole provider of recyclable foam and plastic cups, to provide 100,000 donated foam cups and 4,000 plastic cups used at the Junior Olympic Games.

WHO **Ray Ehrlich** of Dart Container Corporation – Can be reached for on-site or phone interviews at (410) 200-0550.

VISUALS

- Dart Container collecting tens of thousands of cups for recycling, and educating participants on foam recycling
- Thousands of the country’s best amateur youth athletes

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