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“Green” is the New Gold at Hampton Roads’ 2010 AAU Junior Olympic Games

Dart Container Corporation will recycle tens of thousands of donated foam cups at one of the country’s largest amateur multi-sport events for youth

HAMPTON ROADS, Va. (July 29, 2010) – 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, an affiliate of the Hampton Roads Chamber of Commerce, 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 AAU Junior Olympic Games. Captured foam cups will be taken to Dart’s facility in Leola, Pa., where foam products are accepted for recycling at no cost to the public. This process diverts foam from area landfills and makes it possible for cups to be recycled by grinding them up, converting them to plastic resin pellets, and selling them for reuse as an ingredient in non-food service products, including picture frames or decorative moulding. In addition to the partnership with Dart Container, the Hampton Roads Sports Commission has partnered with TFC Recycling to recycle plastic bottles.


“Dart is proud to introduce foam cup recycling to these young athletes from all around the country,” said Ray Ehrlich, regional manager of government affairs and the environment at Dart Container. “We hope this raises awareness and increases the likeliness that they will look for more recycling opportunities when they return home.”

In partnership with the Hampton Roads Sports Commission, five regional cities combine efforts to host the AAU Junior Olympic Games and its more than 45,000 participants, including 15,000 athletes and their families and coaches from Thursday, July 29 to Saturday, August 7. Held annually throughout the United States, Hampton Roads last hosted the games in 2006 and is one of five cities in a five-year rotation to host the games through 2016. Other sites include Des Moines, IA; Detroit, MI; Houston, TX; and New Orleans, LA.

“We’re committed to creating greener events, reducing waste, recycling, and reusing whenever possible,” said Jack Ankersen, Executive Director of the Hampton Roads Sports Commission. “We’re grateful to Dart Container for their generosity in providing and recycling products that are integral to the enjoyment of our athletes.”

The AAU Junior Olympic Games are slated for venues in Hampton, Newport News, Norfolk, Chesapeake and Virginia Beach. The events range from team sports including basketball, beach tennis, jump rope, beach volleyball, wrestling and field hockey to individual competitions such as gymnastics, weightlifting, swimming, table tennis, and track and field events. A complete schedule of events is available online at www.aaurogames.org or at www.hamptonroadssport.org.



Foam  can be recycled by:

- Rinsing cups and containers to rid them of food.
- Placing foam in a clear plastic bag.
- No straws or lids.
- No foam insulation
- No packaging peanuts (call 800-828-2214 or go to www.loosefillpackaging.com for sites).

Dart is driving recycling efforts from its manufacturing facilities to workplaces, warehouse recycling centers and consumers' homes in curbside recycling efforts across the country. Often improperly called "Styrofoam," a registered trademark of the Dow Chemical Company, Dart's products are recyclable and reusable. Foam products generate less waste in their production than paper alternatives, are stable and safe in landfills, and burn cleanly in modern municipal energy-from-waste facilities.

About the Hampton Roads Sports Commission

In February of 1999, the Hampton Roads Sports Commission was formed as a public/private partnership among the seven cities of the Hampton Roads Region: Norfolk, Virginia Beach, Portsmouth, Chesapeake, Suffolk, Hampton and Newport News, and the Hampton Roads Chamber of Commerce. The Commission's primary function is to attract major amateur athletic events to the area and to emphasize regional collaboration. The Hampton Roads Sports Commission is an affiliate of the Hampton Roads Chamber of Commerce. For more information, visit www.hamptonroadssports.org.

About Dart Container Corporation

Established in 1937, Dart Container Corporation sets the industry standard of excellence by providing high quality, recyclable, affordable and safe foodservice products, exceptionally reliable service and responsible environmental practices. Dart is making a concerted effort to increase foam recycling opportunities throughout the country and is headquartered in Mason, Mich. For more information, visit www.dart.biz or call (800) 248-5960.

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