



PRESS RELEASE

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West Meets East: Meeting Strategies Worldwide brings sustainability to Giants Stadium Live Earth Concert

PORTLAND, OREGON— On July 7, 2007, the Live Earth concert series spread awareness about climate change and environmentally responsible practices on an unprecedented scale. As the cutting edge leader in green event standards, Portland, Oregon-based Meeting Strategies Worldwide joined the exclusive Live Earth Green Team. At the Giants Stadium venue, Meeting Strategies Worldwide managed the green practices and coordinated 800 volunteers working with recycling efforts to help reduce the environmental impact of the concert. This includes not only the stadium, but the parking lot as well, which often generates twice the waste of the stadium itself at events. The Giants Stadium location was the grand finale of the 24-hour concert series.

To bring Portland's unique sustainable lifestyle and mentality to the concert site, Meeting Strategies Worldwide worked closely with the operations management and caterer at Giants Stadium to put into action new environmental practices for the concert day. Among the many strategies established, an extensive recycling program that included composting was implemented for the first time and the caterer, Aramark, switched all the

concession-ware to either compostable or recyclable materials. Detailed statistics will be released when available.

The Live Earth concerts presented a unique opportunity to catapult awareness about how large-scale events can minimize their environmental footprint in a way that enrolls the performers, venue and audience. The legacy of that campaign will be the creation and implementation of the Green Event Standards. Co-authored by Meeting Strategies Worldwide, the Green Event Standards was written specifically for the Live Earth concert series. The ultimate goal, however, is that this document will help guide organizers to push the boundaries and expectations of environmental practices as they relate to large concerts in the future.

“The environmental guidelines used by Live Earth are the most remarkable and advanced standards for events in the world. Not only will Live Earth bring together a billion people around the issue of climate change, I believe it will forever change how all events are done far into the future.” says Paul Hawken, renowned environmentalist, of the new guidelines.

Meeting Strategies Worldwide is a comprehensive event management, consulting and training firm specializing in green meeting and event strategies. Since 1994, they have helped to establish recycling programs at hotels and convention centers across the country, diverted more than 28 tons of recyclable materials, and started the Green Meeting Industry Council, a non-profit dedicated to furthering green practices. They have also launched the groundbreaking MeetGreenSM Calculator, the first and only measurement tool designed to quantify the environmental impact of conferences and events.

For more information regarding Meeting Strategies Worldwide, call 503.252.5458 or visit www.meetingstrategiesworldwide.com.

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