



## FACT SHEET

### **THE TOURNAMENT:**

2010 marks the 75<sup>th</sup> Annual Phoenix Open tournament, making it one of the five longest established events on the PGA Tour. The Waste Management Phoenix Open will be played Feb. 22-28, at the TPC Scottsdale.

### **TITLE SPONSOR:**

The PGA Tour and the Thunderbirds, a prominent Phoenix civic organization that has hosted the Open since 1939, reached an agreement for a six-year partnership with Waste Management, Inc.

Based in Houston, Texas, Waste Management is the leading provider of environmental services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States.

### **PARTNERSHIP**

Waste Management has been a partner of the Phoenix Open for more than 10 years, providing trash, recycling, and portable restroom services. Last year, Waste Management diverted 28% of the waste collected at the tournament and recycled it instead. These efforts saved:

- 399 mature trees
- More than 2,950 gallons of oil
- Nearly 200,312 gallons of water
- Enough energy to heat and cool more than 174 homes for a month.

Waste Management also employs more than 800 people in the Valley and 1,200 statewide.

As the title sponsor, and in partnership with the PGA and Thunderbirds, Waste Management is striving to make the Phoenix Open into the greenest tournament on the PGA tour. The tournament will also be a major platform for showcasing Waste Management *Think Green*® solutions, including the Four Rs – reduce, reuse, recycle and recover.



## **WASTE MANAGEMENT PHOENIX OPEN SUSTAINABILITY INITIATIVES 2010:**

Plans to make the Waste Management Phoenix Open the greenest show on grass includes a variety of Waste Management's most recent technologies.

The event boundary defines the scope of our sustainability efforts. This includes: construction, direct resource usage, event operation & promotion, fan direct transportation, food & beverage, golf course operations, laundry, lavatory, parking, print communications, retail products, sponsor events, visual communications.

### **Showcased on the course**

- 60 solar powered waste compactor & recycling units
  - 15 Green Ops units
  - 9 Sharps Stations in bathrooms around the course
  - Hundreds of recycling receptacles throughout course, many of which will be staffed by volunteers to explain what can and can't be recycled.
  - Eco Friendly Sustainable Expo Exhibit – made with materials that are recycled, renewable and recyclable and soy based inks
  - Electric mini truck
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- Reduced the number of plastic cups that will be given out by serving most beverages in their original container
  - Recycling more elements than last year, including cardboard, wood, scrim and carpet
  - Measuring the environmental impact of the tournament and then implementing a recommended plan from our Green Squad group to reduce that impact through recycling and energy, water and waste reduction
  - Tickets will be printed on recycled paper and use soy-based ink
  - Wood scraps will be used to help rebuild dog houses in northern Arizona that were destroyed during recent flooding
  - Carpet rolls will be donated to the Habitat for Humanity Restore to be reused



### **Floating Water Feature/Lilies**

- Waste Management logo made entirely from lilies: An environmentally integrated brand expression aligned with the Green theme of the tournament
- Natural fish and fowl habitats will not be disturbed and lily species are native to the area
- Lilies will be donated after the event for educational and beautification programs for Keep Phoenix Beautiful

### **Expo**

- Exhibit graphics will be printed on Eco materials and use Eco Inks
- Eco Core golf balls will be used on putting greens
- Reusable stainless steel water bottles will be distributed
- Reusing and repurposing existing displays to create the Expo Booth
- Displaying our LampTracker, BatteryTracker and Sharps MedWaste programs

### **Signage**

- Manufacturing of signage with recyclable materials