



## News Release

**For Immediate Release**

Sept. 10, 2011

Contact: Jennifer Killinger (202) 249-6619

Email: [Jennifer.Killinger@americanchemistry.com](mailto:Jennifer.Killinger@americanchemistry.com)

Contact: Christine Flowers (916) 844-6457

Email: [kcbflowers@gmail.com](mailto:kcbflowers@gmail.com)

### **MORE THAN THREE DOZEN YOUTH SOCCER TEAMS TO COMPETE IN YEAR TWO OF SUCCESSFUL RECYCLING CHALLENGE**

ANAHEIM, CA (Sept. 10, 2011) – Supporters of the *Recycle.Goal.* program, including Keep California Beautiful (KCB), LA Galaxy/AEG Worldwide (owner of the Galaxy), Dick's Sporting Goods and America's plastics makers through the American Chemistry Council (ACC), gathered in Anaheim today to celebrate the start of the second year of the *Recycle.Goal.* challenge, which rewards soccer players for recycling and educates them about the value of doing so.

“This competition inspires youth soccer teams to do their best to keep our sports fields and neighborhoods clean,” said KCB Executive Director Christine Flowers. “Last year's results were impressive – the players collected and recycled plastics, glass, cans and paper across the Southland. I'm excited to see what they achieve in year two.”

Last year, during the 7-week contest, more than 400 players representing 21 different soccer teams in Southern California recycled more than 3,150 pounds of items, including nearly 1,700 pounds of plastics. This year the contest will take place over a 2-month period and involve about 800 players from nearly 40 teams.

“The *Recycle.Goal.* challenge is an ideal way to involve the next generation in recycling valuable resources like plastics, paper and aluminum cans,” said Steve Russell, Vice President of Plastics for the American Chemistry Council. “These players are keeping valuable materials out of the waste stream and helping to support small businesses that need recycled materials to manufacture innovative products.”

“It's important for the Galaxy to be a part of competitions like *Recycle.Goal.* in order to connect with young soccer players in meaningful ways that extend beyond the field,” said Tom Payne, President of the LA Galaxy. “The *Recycle.Goal.* challenge teaches kids valuable lessons about recycling, and we hope to be part of this program in the future.”

--more--

MORE THAN THREE DOZEN YOUTH SOCCER TEAMS TO COMPETE IN YEAR TWO  
OF SUCCESSFUL RECYCLING CHALLENGE

Sept. 10, 2011

Page 2

“The Recycle. Goal. challenge provides a unique way for hundreds of young athletes to tap into their competitive side off the field and make a real difference in keeping the Southern California community clean,” said Lauren Hobart, Senior Vice President of Marketing with Dick’s Sporting Goods. “We’re thrilled to be a part of it and look forward to seeing continued growth of the challenge in year two.”

The second year of the *Recycle.Goal.* Challenge will end Oct. 31, 2011. Program supporters will announce an official winner in November.

###