



Press Release

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Carroll University Game Day Recycling Challenge

Waukesha (WI) – September 18, 2013 - The Game Day Recycling Challenge is coming to Waukesha on Saturday, September 28. Carroll University, in collaboration with the Waukesha County recycling program, will participate in the event during the Pioneers football game against St. Norbert College.

The goal of the friendly recycling challenge is to reduce the amount of garbage generated at the game and attempt to divert as much garbage as possible for recycling or composting. The results of this event, and the other universities participating nationwide will be posted on www.gamedaychallenge.org.

“Carroll is proud to be hosting this second annual green event,” said Kate Christensen, Environmental and Utilities Resource Coordinator for Carroll University. “This event engages the student body and Carroll community as a whole to promote sustainability efforts on and off campus.”

In addition to participating in the competition, Carroll University and Waukesha County hope to create an engaging atmosphere for the game, including green themes and promotions. During the game, fans will also see a green T-shirt toss and half-time race between the university mascot, Pio Pete, and the Waukesha County recycling mascot, Recycle Raccoon. One lucky fan will even be picked from a drawing to win a brand new Trek bike that was donated by Cyclesmith in Waukesha.

“We are thrilled to collaborate with Carroll University for this recycling challenge. Promoting recycling and waste reduction at the home football game is a great opportunity for us and the university,” said Rebecca Mattano, Recycling and Solid Waste Supervisor for Waukesha County.

The Game Day Recycling Challenge is sponsored nationwide by the College and University Recycling Coalition, Keep America Beautiful, and Recycle Mania.

Game time is 1:00 pm. Adult tickets are \$5, for seniors (62 and older) and for children (15 and under) tickets are \$3. Admission is free for Carroll University students, with valid ID.

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