



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

MARKETING & COMMUNICATIONS DEPARTMENT, Tel: 305.673.7575

Tonya Daniels, E-mail: [tonyadaniels@miamibeachfl.gov](mailto:tonyadaniels@miamibeachfl.gov)

Melissa Berthier, E-mail: [melissaberthier@miamibeachfl.gov](mailto:melissaberthier@miamibeachfl.gov)

PRESS RELEASE

FOR IMMEDIATE RELEASE

January 30, 2020

## **FOX Sports Joins the City of Miami Beach's Plastic Free Movement** *—Initiative has Over 120 Participating Businesses & Organizations—*

**Miami Beach, FL** – This week, FOX Sports became the newest member of the city's Plastic Free MB program. Their efforts include removing plastic bags and straws from their Super Bowl activations in Lummus Park. They have also replaced stirrers, plates, bowls and lids with products made of sustainable materials such as wood and bagasse/sugarcane.

"It's thrilling to see that our #PlasticFreeMB program is now having such a positive sustainability impact during one of the major sporting events in the world," said Miami Beach Mayor Dan Gelber.

Plastic Free MB is the business certification program focused on reducing single-use plastics. As of January 2020, over 120 businesses in Miami Beach have joined the program and taken the steps needed to promote sustainability within their establishments.

"FOX Sports is proud to support the Plastic Free MB program and be an environmentally conscious neighbor while we're on South Beach for Super Bowl LIV on FOX," said Brad Zager, Executive Producer, Executive Vice President / Head of Production and Operations, FOX Sports. "Reducing our reliance on single-use plastics is an important companywide initiative at our offices and remote productions across the country."

Removing single-use plastics from the environment helps improve the overall health of our community and natural resources. On a daily basis, approximately 8,000 pounds of litter are collected from the city's beaches – most of which is plastic.

###

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).