



MINNESOTA VIKINGS

NEWS RELEASE

9520 Viking Drive • Eden Prairie MN 55344 • www.vikings.com

FOR IMMEDIATE RELEASE

OCTOBER 17, 2009

VIKINGS' PLANET PURPLE WEEK CONCLUDES SUNDAY

MINNEAPOLIS – The Minnesota Vikings' Planet Purple Week will end with several environmentally-focused events before, during and after Sunday's tilt against the Baltimore Ravens at Mall of America Field.

Volunteers from around the Twin Cities will be collecting recyclable items from tailgating lots prior to the noon kickoff and the Vikings have purchased renewable energy through **Xcel Energy's Windsource Program to offset 100 percent of the electricity used to power Mall of America Field for the Ravens game** and all other home dates for the 2009-10 season. In addition, the **Vikings will partner with Rock & Wrap It Up**, to collect all leftover food from game day concessions and suites to donate to the hungry and cut down on waste.

The Vikings recently created **Planet Purple** in conjunction with the NFL's Green Team as an initiative with the mission of developing sustainable business practices and utilizing renewable energy in an effort to lessen the team's impact on the environment.

Planet Purple Week featured several environmentally-focused events in the days prior Sunday's game against Baltimore. On Tuesday, more than 130 trees were planted at **Jenny Lind School and Bohanon Park** in Minneapolis by Vikings employees and players, alongside students, the Minneapolis Park and Recreation Board, Minneapolis Public Schools and Toro.

Vikings employees and season ticketholders received e-mail tips from Planet Purple on Wednesday with simple but effective ways to save energy and conserve natural resources as part of "**Green Your Routine**" **Wednesday**. Vikings employees also took part in **E85 Carpool Friday** to help conserve fuel and cut back on pollution. On Saturday, Vikings QB **Sage Rosenfels** was at the **Eden Prairie Best Buy for Best Buy Electronics Recycling Awareness Day**.

www.vikings.com