



MINNESOTA VIKINGS NEWS RELEASE

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GO GREEN DURING VIKINGS' PLANET PURPLE WEEK

Third annual event promotes energy conservation and environmental responsibility

Eden Prairie, MN (October 3, 2011) –The Minnesota Vikings are pleased to partner with Xcel Energy for Planet Purple Week for the third straight season. Organizers are planning a series of community events and activities that celebrate the companies' dedication to energy conservation and environmental responsibility. Planet Purple Week runs Monday, October 3 through Sunday, October 9.

The Vikings created Planet Purple in conjunction with the NFL's Green Team with the mission of developing sustainable business practices and utilizing renewable energy in an effort to lessen the team's impact on the environment. The week features several conservation-focused events in the days prior to the October 9 home game against the Arizona Cardinals at Mall of America Field.

"This partnership blends perfectly with our long standing commitment to helping our customers save energy and money while also reducing their environmental impact," says Lee Gabler, Xcel Energy Director of Energy Efficiency Programs and Renewable Programs. "This is a great way for us to share our low-cost tips and rebate incentives to Vikings fans."

The events are as follows:

Tuesday, October 4: Tree planting day presented by Xcel Energy MyAccount at the Champlin-Brooklyn Park Academy for Math and Environmental Science from 1:30 p.m. to 3:30 p.m. Vikings players, cheerleaders, students and Viktor the Viking will team up with members of Xcel Energy, Toro and the Minnesota Recreation and Park Association to highlight the company's paperless billing programs by planting trees on campus.

Wednesday, October 5: One lucky Twin Cities resident will receive a free Home Energy Squad visit, compliments of Xcel Energy, CenterPoint Energy and the Center for Energy and Environment. The visit includes a home energy assessment and a chat with Vikings Alumni. The Xcel Energy customer will be chosen through a social media contest and will receive efficiency-boosting products to help save energy and money.

Thursday, October 6: Warm Up / Save Energy day featuring a coat, mitten and glove drive and Xcel Energy heating system rebate information. Viktor the Viking, the Minnesota Vikings Cheerleaders and Xcel Energy will be at the Xcel Energy Plaza on the corner of Nicollet Mall and 5th Street to collect new or gently used coats, hats and mittens and distribute heating efficiency program information. This winter clothing drive will take place from 11:30 a.m. to 1:00 p.m. and benefits the United Way.

Friday, October 7: The Ugly Fridge Freeze-Out Photo Contest on Xcel Energy's Facebook site begins. From October 7-17, entrants are asked to submit photos of their ugly refrigerator to www.Facebook.com/XcelEnergyMN. One winner gets a pair of Vikings' game tickets.

Sunday, October 9: Planet Purple Week concludes with a game against the Arizona Cardinals.

The Vikings have purchased renewable energy through Xcel Energy's Windsource Program to offset 100 percent of the carbon emissions used to power Mall of America Field for the Cardinals' game and all other home dates for the remainder of the 2011 season.

www.vikings.com



2011 PLANET PURPLE WEEK - PRESENTED BY XCEL ENERGY **SCHEDULE OF EVENTS**

Monday, October 3rd – PLANET PURPLE WEEK presented by Xcel Energy

Planet Purple kickoff held at Winter Park

Tuesday, October 4th – TREE PLANTING DAY presented by Xcel Energy eBill through My Account

WHO: Vikings players, front office members, Minnesota Vikings Cheerleaders, Viktor the Viking, Champlin - Brooklyn Park Academy for Math and Environmental Science (CBPA) students, Xcel Energy, Toro, and the Minnesota Recreation and Park Association

WHAT: Drive awareness for paperless billing programs by planting 13 trees on school campus with students

WHEN: 1:30 p.m. - 3:30 p.m.

WHERE: Champlin - Brooklyn Park Academy for Math and Environmental Science

Wednesday, October 5th – HOME ENERGY SQUAD event presented by Xcel Energy CenterPoint Energy and the Center for Energy and Environment

WHO: Vikings alumni and winning Xcel Energy customer selected from social media contest

WHAT: Home Energy Squad visit with Minnesota Viking to customer home for a free energy efficiency assessment. Customer will receive efficiency-boosting products to help save energy and money

WHEN: 4:30 p.m. - 6:30 p.m.

WHERE: Customer residence

Thursday, October 6th – WARM UP / SAVE ENERGY DAY presented by Xcel Energy's Heating Systems Rebates

WHO: Vikings Cheerleaders, Viktor the Viking, and Xcel Energy

WHAT: Coat, hat, and mitten drive to create awareness for heating efficiency programs. All donations will be distributed through United Way

WHEN: 11:30 a.m. - 1:00 p.m.

WHERE: Xcel Energy Plaza (Corner of Nicollet Mall and 5th Street, Minneapolis, MN)

Friday, October 7th – REFRIGERATOR RECYCLING DAY presented by Xcel Energy

WHO: One winner will be selected to receive Minnesota Vikings game tickets

WHAT: Ugly Fridge Freeze-Out Photo Facebook Contest

WHEN: Contest runs October 7 through October 17

WHERE: Online at www.Facebook.com/XcelEnergyMN

Sunday, October 9th – MINNESOTA VIKINGS vs. ARIZONA CARDINALS

WHAT: Recap the week's Planet Purple events. Promote that all carbon emissions from the electricity used at Mall of America Field on game days will be offset through the Vikings' purchase of renewable energy via Xcel Energy's Windsource program

WHEN: 10/9/11 at Noon and for the remainder of the 2011 season

WHERE: Mall of America Field at Hubert H. Humphrey Metrodome