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AT&T Pebble Beach Pro-Am Earns Environmental Excellence for 3rd Straight Year

Council for Responsible Sport Recognizes Event with 'Gold Certification'

MONTEREY, Calif., May 24, 2016 – For the third consecutive year, the [AT&T Pebble Beach Pro-Am](#) has received the prestigious Gold Certification from the [Council for Responsible Sport](#). Hosted by the [Monterey Peninsula Foundation](#), the tournament has become a model for other PGA TOUR events by establishing itself as a reliable leader in environmental protection.

In conjunction with key partners including Pebble Beach Company and [The Offset Project](#), the AT&T Pro-Am introduced key composting and re-use strategies three years ago in an effort to achieve high standards of waste diversion. The “green” commitment has since been expanded and enhanced, and resulted in the Council’s gold certification honor in 2014, 2015 and 2016.

“Monterey Peninsula Foundation remains committed to improving the health and sustainability of our community,” said Steve John, Monterey Peninsula Foundation CEO and tournament director. “It is imperative we continue to focus on conservation and resource management.”

According to Shelley Villalobos, Certification Director for the Council for Responsible Sport, the 2016 Gold Certification required a huge amount of sustained effort from the entire event management team.

“With this gold level recertification, the AT&T Pebble Beach Pro-Am team has shown a strong commitment to both rigor and transparency—qualities that have helped them advance their performance in many aspects of hosting a more sustainable event, from waste management and diversion to procurement and creating a lasting legacy in the community. This is a tournament to be embraced and celebrated,” Villalobos said.

The environmental accomplishments achieved during the 2016 AT&T Pebble Beach Pro-Am included:

- 48,860 pounds of laminate flooring, wood and carpet were donated to a local reuse outlet;
- The Monterey Peninsula Foundation has donated an electric vehicle charging station to the City of Seaside as part of a campaign to offset 100 percent of the event carbon emissions locally;
- 20 yards of cloth inside the Player's Hospitality was donated to the local SPCA. They used it to line animal cages;
- 1,600 pounds of banner material was sent to a company that makes repurposed computer bags;
- An estimated 6,500 chip bags were sent to TerraCycle to be “upcycled” into backpacks;
- The City of Gonzales picked up 3,000 pounds of plywood to help repair batting cages located in city parks;
- The Monterey County Food Bank picked up leftover food each night during the tournament. The total donated was 13,500 pounds;
- Monterey Peninsula Foundation purchased enough renewable energy to offset the energy used during the event;
- Monterey Peninsula Foundation created a carbon footprint of all event operations, travel and marketing related to the event; and
- 120 Dumpsters were pulled from the event, only two of which were considered trash.

Just two other tournaments on the PGA TOUR – the Shell Houston Open and Waste Management Phoenix Open – have earned certification status from Council for Responsible Sport.

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About Monterey Peninsula Foundation

Monterey Peninsula Foundation (MPF) is a charitable foundation, which disburses funds from the proceeds of the AT&T Pebble Beach Pro-Am, a PGA TOUR event and the Nature Valley First Tee Open at Pebble Beach, a PGA TOUR Champions event. MPF focuses on improving the quality of life in Monterey, Santa Cruz, and San Benito counties. In the 2014/2015 fiscal year, MPF donated \$9.1 million dollars to local non-profit organizations. www.montereypeninsulafoundation.org; www.thefirstteeopen.com; www.attpbgolf.com.