



Rex Boner, Mike Lynch, Ryan Newman, Roger Curtis, and Kevin Sayers plant a tree for the new program. Getty Images

# NASCAR announces tree planting program at tracks

## Trees to be planted for each green flag at Cup races

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The National Association for Stock Car Auto Racing announced "NASCAR Green Clean Air" -- a program to help capture the carbon emissions produced by racing. Under a pilot program that will expand significantly next year, NASCAR will plant 10 new trees for each green flag that drops during Cup Series events.

The tracks participating in the tree-planting program -- 11 this year and every venue visited by the Cup Series in 2010 -- will mitigate 100 percent of the carbon emissions produced by the race cars competing in their Cup Series events.

"This is a first, important step in an ambitious five-year plan to significantly reduce the environmental footprint of NASCAR, while raising awareness of conservation among fans," NASCAR chairman and CEO Brian France said. "Our goal is to be an environmental leader not only in sports but in all industry."

Over time, rolled out across all three national series, NASCAR and its partners will be planting approximately 20 acres of new trees each year. Michigan International Speedway, which is at the forefront of green initiatives, is matching the carbon-capturing planting effort at its track. A tree stores approximately one ton of CO<sub>2</sub> over its lifetime, which means that the entire CO<sub>2</sub> emissions from a typical race will be offset during this time.

"Tree planting is one of the simplest, most tangible and lasting things we can do in our lives," said Kevin Sayers, state coordinator of urban and community forestry program, Michigan Department of Natural Resources. "The benefits are immediate and last for generations, improving the environment, the communities we live in and our quality of life. This partnership in tree planting between NASCAR and Michigan International Speedway is a commendable example of corporate awareness and stewardship of our natural resources."

"NASCAR Green Clean Air is one example of the comprehensive and measurable programs the sport is developing," Dr. Mike Lynch, managing director of Green Innovation for NASCAR said. "Like any major organization, NASCAR is focused on reducing waste, saving power and lowering emissions. We will continue to announce initiatives in each area throughout this and the coming seasons. A great example is the event recycling program we have been piloting this year with Coca-Cola Recycling at several venues that has already resulted in diversion of more than 20 tons of waste from landfills."

"NASCAR Green Clean Air" was announced Friday at a ceremonial tree planting at Michigan International Speedway, located in the lush Irish Hills area. MIS has more than 1,400 acres of property, some of it protected wetlands.

"I think everyone knows that I am a big advocate for conservation and preservation of our environment," said [Ryan Newman](#), who participated in the tree planting. "In fact, that's one area of focus for the Ryan Newman Foundation through the Racing for Wildlife program. I want to encourage kids and future generations to get out and enjoy the outdoors like I did when I was a kid, whether it be through fishing, hiking or just sitting outdoors. For me, fishing gives me a chance to get away from everything and just relax and enjoy the peacefulness and the scenery. I'm proud to be part of NASCAR's new green initiative to help the environment."

"Our commitment to conservation and the environment is part of our business strategy and deeply ingrained in our culture here at MIS," Michigan International Speedway president Roger Curtis said. "From broad-based recycling to pursuing renewable energy, our efforts are focused on providing a healthy environment for our guests and employees, preserving the beautiful region where we live and work, and enhancing our business. We're glad to partner with NASCAR on this initiative to educate race fans on the importance of environmental responsibility."

The tree-planting program is just one part of the NASCAR industry's growing green initiative. There are strong waste management, land conservation and bottle-and-can recycling programs at NASCAR-sanctioned race tracks; all oils and car fluids used at the track are recycled by Safety-Kleen; Goodyear recycles all tires used in racing; Exide provides a recycling program for racing batteries and all NASCAR offices have introduced a recycling program aimed at 100 percent recycling, while two new NASCAR office buildings, the 20-story NASCAR Plaza in Charlotte, N.C., led by NASCAR and the new headquarters building for ISC and NASCAR in Daytona Beach, Fla., will qualify for LEED certification, an important and relatively rare distinction making them "green buildings."

Additionally, tracks are planning several significant renewable energy efforts that will be announced soon.

