



Prince uses 100% post-consumer recycled boxes and recycled PU insoles for a majority of its footwear.

Now, Prince is taking their big-picture approach to make a “game-changing” impact in the fight against climate change by serving up support for a far-reaching, inclusive program that will redefine the standards set by individuals and organizations when it comes to being eco-conscious.

It's called GreenSlam, and it was launched last year by one of the world's greatest catalysts for positive change, Billie Jean King. The overarching goal of GreenSlam is to harness the power of sports, beginning with tennis, to generate attention for the environment. This isn't a scattershot approach that throws money at the problem to garner quick publicity. Rather, GreenSlam is taking the long-term view of building consensus first, then acting. It's kind of like the difference between a hitfirst, think-later approach to tennis, which is usually doomed to fail, and a player who does his or her research, then goes out and executes the gameplan on the court.

“This is a vital initiative and one that has the potential to make a positive impact,” says George Napier, CEO of Prince Sports, Inc. “Prince is proud to be one of the founding sponsors of GreenSlam and one of the first to step to the plate and partner with Billie Jean. She understands the power of one, of bringing together the best and the brightest, and knows how to take the real, necessary steps to deliver a measurable difference.”

Indeed, a major part of GreenSlam is making a difference at all levels, from the warehouse to the conference room. Prince, for one, isn't just spreading the word, it's leading by example. The company will be on the front lines to define our industry's eco-friendly standards and practices, such as developing 100 percent organic or recycled material to package products.

But more than that, Prince understands that to improve the environment



and to ask others to sacrifice, it must continue to look at its own operations too. Similar to what the company does in terms of product design, Prince will continue to innovate and deliver its fresh, cutting edge thinking to its production, packaging, distribution, and administrative practices in order to continue to develop and execute eco-friendly processes. This will include Prince's strong support for GreenSlam's largescale sports equipment recycling program. An excellent example of Prince thinking bigpicture but effecting positive change on the local level, this recycling program will help consumers take their old (and usually non-biodegradable) sporting goods equipment to drop-off centers, such as tennis clubs and stadiums, where it can be reused instead of being thrown away.

The GreenSlam initiative will raise awareness among everyone within the sports community—pro and recreational players, spectators, and companies—encouraging consumers to re-use, re-think and re-cycle athletic equipment and taking the first steps to establish a “Green Dream Team” of global companies, athletes, and environmental experts. This panel, which Prince is the first to join, will help draw up specific recommendations on how all sports can reduce their carbon footprint, with standards that can be shared with event promoters, sporting goods manufacturers, stadium construction companies, vendors and related athletic organizations.

GreenSlam will become the preeminent clearinghouse for all environmental issues as they relate to sports, and a place where everyone can get up-to-date information and analysis. In other words, the old excuse, “we need more information,” will no longer fly.

By issuing a call to action to help counter climate change, Prince and Billie Jean King are set to lead by example, confident that GreenSlam will have sweeping, positive change.

“Unlike other one-off programs, this is an inclusive, expansive initiative that brings into the fold the strongest organizations and leaders from various industries around the globe, all focused on empowering millions of people,” Glassel says. “Like Billie Jean King, Prince is ready to take responsibility, make internal changes, and work together as part of the larger group to influence others and teach them to rethink, reuse, and recycle.”

Clearly, GreenSlam's eco-scope is comprehensive. Prince has set the bar high, but as Billie Jean King says, “Pressure is a privilege.”