

By **DALE ROBERTSON** Copyright 2008 Houston Chronicle
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Billie Jean ‘Green’

Given that the National Tennis Center is named for **Billie Jean King** and that she founded GreenSlam, an environmental initiative aimed at getting sports venues to become more environmentally sensitive, it comes as no surprise that King and the USTA are trying to make the U.S. Open venue a much more earth-friendly place. While King will be the spokeswoman behind the effort, Evian is the lead corporate partner, having set up some 80 receptacles for the expected crush of 500,000 plastic bottles and 20,000 aluminum soda and beer cans. Another 20,000 tennis ball cans will be recycled, too, and the anticipated 80,000 tennis balls will be donated to youth programs.

All printed materials consist in varying degrees of recycled paper. And IBM, which powers USOpen.org, is using only six servers this year, down from 60 two years ago. And the player transportation fleet will consist of only Lexus hybrid vehicles.

King and model **Heidi Klum** designed 100 percent organic T-shirts, and souvenir hats will consist of 50 percent post-consumer waste. Each one will contain the equivalent of two one-liter plastic bottles.