



Legendary Sports Agent Is 'Going Green' for 22nd Annual Super Bowl Celebration on February 2

Jan 24, 2008 15:19 ET

Leigh Steinberg Teams Up With Electronic Recyclers International™ to Host the Only Sustainable Soirée Featuring a Star-Studded Guest List, Green Carpet VIP Entrance

NEWPORT BEACH, CA--(Marketwire - January 24, 2008) - As the swarm of pre-Super Bowl parties begin taking over the Valley of the Sun, only one event in town will combine an environmental cause with an A-list celebrity crowd and high-energy entertainment. On Saturday, February 2, from 2:00p.m. to 5:00p.m, the Desert Botanical Garden will be home to one of the most anticipated Super Bowl celebrations of the football season -- the 22nd Annual Leigh Steinberg Super Bowl Party.

This eco-friendly event will kick off in true 'green' fashion as famed sports agent Leigh Steinberg and Hall of Fame Quarterback Warren Moon donate their cell phones and laptops to the E-Waste bins provided by Electronic Recyclers International™, the leading electronic recycling company that demanufactures and recycles electronic items.

In an effort to help repair the fastest growing solid waste issue in the world, The E-Waste bins will be available for guests of the party and the community from 11:00am to 6:00pm to dispose of used laptops or cell phones.

"It's difficult to think about our ecosystem amidst the Super Bowl celebrations, but the amount of resources used at that time are dramatically affecting our environment," explains Steinberg. "Integrating the 'going green' theme for our event is giving us the opportunity to send a socially-conscious message to a very influential audience and creating an awareness campaign for others to follow."

The E-Waste bins and 'Green Team' of cheerleaders will be at the start of the 'Green Carpet' VIP entrance. Once inside the invitation-only event, an eccentric array of entertainment will be provided throughout the party, including interactive media games, stilt-walkers and a caricaturist. If guests are seeking a more mellow vibe, they can rejuvenate in the Massage Cabana or stimulate their senses at the Oxygen Bar.

The afternoon party will also feature a silent auction to benefit the Environmental Fund for Arizona and the 'Beating the Odds' Foundation.

In addition to the high-profile guest list filled with celebrities, professional athletes and business moguls, a group of courageous soldiers stationed overseas will be attending the party via satellite.

"The Super Bowl consistently attracts a fiercely loyal following of Americans, no matter where you are at in the world. Even if you aren't a die-hard football fan, you find yourself wanting to be part of the celebration," says Steinberg. "We're honored to have the Armed Forces experience that with us."

The 22nd Annual Leigh Steinberg Super Bowl Party is an exclusive, invite-only event. For more information on the party, please email superbowl@onyxpr.com.