

SSA creates program to heighten awareness of plastic bottle waste.

Plastic bottles are constantly around us. In 2006, Americans drank the contents from about 167 bottles each, but only recycled an average of 23%. That leaves 38 billion bottles as waste in landfills. To help increase the awareness of the problems plastic bottles cause in the world today, Service Systems Associates (SSA) and K-M Concessions (K-M) are focusing on plastic bottles this Earth Day.

At 19 zoos, aquariums, and museums, guests will not be able to purchase bottled beverages on Earth Day or in some instances, during the Association of Zoos and Aquariums-sponsored Party for Planet celebrations. However, guests will be able to purchase reusable bottles with free refills. Also, flavor infused waters will be available. These beverages will be served in a clear 16-ounce cup made from corn, which makes it compostable and biodegradable. At two other zoos, SSA employees will ask guests to "think green" when choosing a beverage and will point out the benefits of fountain drinks over bottled drinks.

Kevin Jones, SSA Executive Vice President, Food & Beverage Operations, said the company is doing this to help raise awareness of the Earth Day mission. "We also want to be a participant in the event rather than an observer," he added.

This program will help to increase the awareness of the problems plastic bottles cause in the world today, said Andrew Fischer, General Manager of Merchandising for SSA at the Monterey Bay Aquarium. He believes that this small effort will pay back large dividends.

In Honor of Earth Day 2009 we have suspended the sale of beverages in plastic bottles.

By doing this we will:

- **Keep bottles out of landfills**
80% of bottles are not recycled and end-up in landfills. It takes thousands of years for plastic to decompose.
- **Lower dependency on oil**
17 million barrels of oil are used to manufacture plastic water bottles per year.
- **Conserve water**
Over seven times as much water is used to make the bottle than you actually drink.
- **Keep the air clean**
Bottled water creates more than 2.5 million tons of Carbon Dioxide (CO₂).

EASY TO BE GREEN

Example of the point-of-sale display to be used to help educate guests about plastic bottle waste.

At the various institutions, point-of-sales displays will publicize educational facts about the need to recycle and reduce the use of plastic bottles. Facts include 17 million barrels of oil are used to manufacture plastic water bottles per year and over seven times as much water is used to make the bottle than is contained in the bottle. SSA and K-M employees will be trained to engage guests in "thinking green" about plastic bottle use and to solicit feedback about the program.

Zoos and aquariums participating either in the full program or a modified "think green" alternative include Nashville Zoo, Zoo Boise, Los Angeles Zoo, Pittsburgh Zoo & PPG Aquarium, Sacramento Zoo, San Francisco Zoo, Honolulu Zoo, Albuquerque Bio Park, Dallas Zoo, El Paso Zoo, Living Desert Zoo, Miami MetroZoo,

Monterey Bay Aquarium, Cheyenne Mountain Zoo, Point Defiance Zoo and Aquarium, Northwest Trek, Detroit Zoo, Reid Park Zoo, Tulsa Zoo, and the Colorado History Museum.

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Service Systems Associates manages retail and food service concessions at museums, botanic gardens, zoos and aquariums in the United States, including the San Francisco, Colorado History Museum, Los Angeles Zoo, Pittsburgh Zoo and PPG Aquarium and Monterey Bay Aquarium. The company is a national leader in visitor service operations for cultural attractions, serving over 16 million guests annually. Service Systems Associates is celebrating 20 years of service in 2009. For more information, please visit the website at www.kmssa.com. Or: <http://www.kmssa.com/responsibility/ssa-eco-mission>

