

Milwaukee Brewers

- Since its inception during the 2021 season, fans at American Family Field are able to place plastic drink cups branded with the SC Johnson logo and messaging in specially-designed receptacles to separate them from other waste. SC Johnson collects the cups and use the recycled plastic in its Scrubbing Bubbles® bottles.
- The Brewers were the first U.S. professional sports team to link a waste stream to a specific product, closing the recycling loop and tackling one of the biggest barriers to plastic recycling in the U.S. and globally: the lack of markets for recycled material. Today, only 13% of plastic packaging in the U.S. is recycled, and much of what is placed into mixed recycling bins is not recyclable at all.
- In 2022, the Milwaukee Brewers launched the formation of the Brewers Sustainability Council, an effort by Brewers pitcher Brent Suter and founding partner SC Johnson to create an advisory board to review, discuss and implement best sustainability practices at American Family Field. The powerhouse group is joined in support by several other Brewers partners and outside organizations that bring various perspectives and knowledge on sustainability. The Sustainability Council will leverage the knowledge of its members to help maximize Brewers sustainability initiatives and bring partners together to allow for exchange of information and best practices. In addition, the Brewers will seek to utilize its platform to set positive examples and further educate on the critical importance of protecting the environment. The Brewers were the first U.S. professional sport team to link a waste stream to a specific product, closing the recycling loop and addressing one of the biggest barriers to plastic recycling in the U.S. and globally: the lack of markets for recycled material.



NEWS & NOTES

One Brewers Way • Milwaukee, WI 53214 • Media: [414] 902-4500 • @brewers • BREWERS.COM

FOR IMMEDIATE RELEASE
THURSDAY, APRIL 28, 2022

MILWAUKEE BREWERS, SC JOHNSON AND EARTHECHO INTERNATIONAL CELEBRATE “WASTE FREE CREW” WITH EDUCATIONAL SESSIONS FOR 4-6TH GRADERS AT AMERICAN FAMILY FIELD

*Milwaukee Brewers Pitcher Brent Suter Will Engage with Local Students to Discuss
Environmental Sustainability and Action*

MILWAUKEE – The Milwaukee Brewers, SC Johnson and EarthEcho International have collaborated to create the “**Waste Free Crew**,” an educational initiative that provides educators in the Racine, Kenosha and Milwaukee areas with instructive modules for fourth, fifth and sixth graders to learn and discuss environmentally friendly practices. The program launched this spring enrolling thousands of students and will culminate in an educational celebration on Tuesday, May 3 at American Family Field from 10 a.m. – 1 p.m.

The inaugural “Waste Free Crew” program will welcome hundreds of fourth, fifth and sixth graders to American Family Field to participate in interactive sessions stationed throughout the ballpark. The sessions will complement the modules and foster engagement and discussion about sustainability.

The interactive session will culminate with a Q&A discussion at 12:30 p.m. with **Brewers pitcher Brent Suter**, **SC Johnson Chief Communications Officer Alan VanderMolen**, and **Founder of EarthEcho International Philippe Cousteau, Jr.**, in the seating bowl of American Family Field.

NOTE TO MEDIA

Event is open to media. Please park in the Logan or Kuenn lots and enter through the Potawatomi Gate (right field gate).

Media is welcome to capture broll of the educational sessions with the children and Q&A session. Participating panelists will be available to the media directly after the event.

10:30 a.m. - 12:15 p.m. – Broll of students engaging in educational sessions, Club and Terrace Levels

12:30 p.m. – Q&A discussion with Brewers pitcher **Brent Suter**, SC Johnson Chief Communications Officer **Alan VanderMolen** and Founder of EarthEcho International **Philippe Cousteau, Jr.**, Field Level on visitor dugout.

Please RSVP to Leslie.Stachowiak@brewers.com, 414-531-1858.

The effort is part of the long-term partnership between the Brewers and SC Johnson to build awareness and educate fans about the importance of sustainability efforts in everyday aspects of life.

SC Johnson has most recently joined arms with the Brewers and Suter to create the Brewers Sustainability Council, an advisory board to review, discuss and implement best sustainability practices at American Family Field. The Council will leverage the knowledge of its members to help maximize Brewers sustainability initiatives and bring partners together to allow for the exchange of information and best practices. In addition, the Brewers will seek to

utilize its platforms to set positive examples and further educate on the critical importance of protecting the environment.

SC Johnson has also implemented a first-of-its-kind recycling program, turning plastic cups at the ballpark into Scrubbing Bubbles bottles. The program, going into its second year, has helped educate fans and shift behaviors to support recycling and sustainability.

About EarthEcho International

EarthEcho International is a nonprofit dedicated to building a global youth movement to protect and restore our ocean planet, a critical part of creating a sustainable and equitable future for all. Established by explorer and advocate Philippe Cousteau, Jr, in honor of his father, Philippe Cousteau Sr., and grandfather, legendary explorer - Jacques-Yves Cousteau. EarthEcho leverages adventure, storytelling and STEM education to empower and inspire young people worldwide. EarthEcho reaches more than 2 million people in 146 countries, providing original content, immersive experiences and trusted resources free of charge for youth and the teachers and community leaders who work with them. Our signature programs equip individuals and groups to identify local needs, develop plans and take action starting in their own communities. For more information, visit www.earthecho.org.

About SC Johnson

Founded in 1886 and headquartered in Racine, Wisconsin USA, SC Johnson believes that a more sustainable, healthier and transparent world that inspires people and creates opportunities isn't just possible – it's our responsibility.

A heritage of innovation and bold, transparent decisions is why our high-quality products and iconic brands – including OFF!® Raid®, Glade®, Windex®, Scrubbing Bubbles®, Ziploc®, Mrs. Meyer's Clean Day®, method®, Autan®, Baygon®, Mr Muscle®, Duck®, Lysoform® and more – are in homes, schools and businesses in virtually every country worldwide.

As a global, purpose-led company, we are committed to making the world a better place today and for future generations. That means relentlessly bringing our expertise in science, innovation and partnerships to bear on some of the world's most pressing environmental and health issues like reducing plastic waste and eradicating malaria. Around the world, we use our resources to unlock greater economic and educational opportunities for people and communities where access may be limited, but curiosity and potential are limitless.

See how SC Johnson is a Family Company At Work For a Better World by visiting scjohnson.com or joining us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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WASTE-FREE CREW

Earth Day Activities for Wisconsin Teachers

SC Johnson and the Milwaukee Brewers are partnering to reduce plastic waste at American Family Field as well as educate and raise awareness on the need to reduce and effectively manage waste, particularly plastic, at both home and away. Together, we want to contribute to preserving our planet and its environment for the next generation. [Learn more here.](#)

Waste-Free Crew is a new educational outreach initiative from SC Johnson, the Brewers, and EarthEcho International geared towards students to raise awareness about the importance of waste management and to create an opportunity for students to learn how to make a difference through waste reduction, as well as day-to-day recycling of plastic at home and in the community. Along the way, we hope families and communities will play a role, too!


April is World Earth Month and every year, Earth Day is celebrated on April 22. At a point in the year in which we focus even more on sustainability challenges, this is a great opportunity to empower students, their families and communities to play an active role in reducing, reusing and rethinking the waste that comes from our daily activities.

Through the Waste-Free Crew teachers in Kenosha, Racine, and Milwaukee counties, Wisconsin are invited to:

- Access a new suite of classroom resources including four discrete activities to help students investigate the management and reduction of plastic waste.
- Celebrate and learn with their students at a community education event featuring hands-on, interactive activities for students to understand environmental hazards associated with waste, potential solutions, and the role we all play in ensuring environmental sustainability.

WI TEACHERS JOIN THE WASTE-FREE CREW!

WASTE-FREE CREW
ACCESS THE MATERIALS
Registration required



WASTE-FREE CREW
COMMUNITY EVENT REGISTRATION
Coming soon!

WASTE-FREE CREW
FAQs

This program was made possible by support from



In partnership with



SC Johnson and the Milwaukee Brewers Team Up to Take on Plastic Waste



SC Johnson and the Brewers Partner to Work for a More Sustainable, Healthier World

We all need to work together to help close the plastic recycling loop, and I hope this first-of-its-kind initiative with the Brewers will serve as a model for other major league teams, companies and even other sports leagues.

Fisk Johnson, Chairman and CEO of SC Johnson



In 2020, SC Johnson and the Milwaukee Brewers announced a first-of-its kind partnership to provide a local

solution toward the global crisis of plastic waste through creating a new market and new recycling model for one of the biggest sources of waste at their ballpark – the more than 1 million plastic cups used each season. Plastic cups used at the ballpark are collected in specially marked receptacles and are upcycled into packaging for SC Johnson's Scrubbing Bubbles® product. Here's what makes this partnership a game changer:

- **It supports a clean recycling stream.** Only about 14% of plastic containers and packaging in the U.S. are recycled. By collecting drink cups in specially designed receptacles throughout the ballpark, SC Johnson and the Brewers are ensuring that more of the plastic can be recycled.
- **It continues SC Johnson's progress fighting plastic pollution with local solutions.** Inside our own walls, we're working hard on efforts like tripling the amount of post-consumer recycled (PCR) plastic content in our product packaging. Outside, partnerships like our work with Plastic Bank help encourage recycling and promote sustainable packaging.

In April 2022, the Milwaukee Brewers announced the formation of the Brewers Sustainability Council, an effort by Brewers pitcher Brent Suter and founding partner SC Johnson to create an advisory board to review, discuss and implement best sustainability practices at American Family Field.

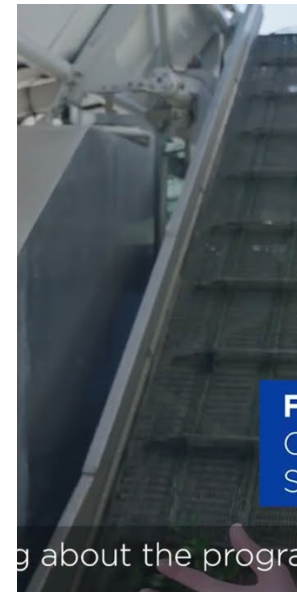
"As a founding partner, SC Johnson will work to ensure sustainable practices are understandable and accessible to the more than 2.5 million people who attend Brewers games each season," said Alan VanderMolen, SVP, Global Community Affairs at SC Johnson. "One way we are doing that is through our closed-loop cup recycling program, and we look forward to coming up with more innovative programs with Brent Suter, the Brewers and other members of the council."

This builds on the Brewers and SC Johnson's long-term partnership to build awareness and educate fans about the importance of sustainability efforts in everyday aspects of life. The pair has recently collaborated with Earth Echo International to create the "Waste Free Crew," an educational initiative that provides educators in the

Racine, Kenosha and Milwaukee areas with instructive modules for fourth, fifth and sixth graders to learn and discuss environmentally friendly practices.



Videos



Fisk Johnson & Chris Dickerson Talk About SC Johnson's Partnership With the Milwaukee Brewers



Fisk Johnson & Brent Suter

Fisk Johnson & Chris Dickerson Talk About SC