Coke, Clemson team up for environment

Staff Reports

CLEMSON — Coca-Cola is partnering with Clemson University's athletic department and the Solid Green campaign to increase recycling on home football game days.

Fans attending the games will notice new recycling bins, provided by Coca-Cola, in each parking lot. Coca-Cola has donated 100 of the bins to the athletic department to be placed in parking lots around campus. The bins themselves are also recycled: each bin is a used syrup container, refurbished by Coca-Cola and converted into a recycling bin.

Some lucky fans may be "caught green-handed" using the bins. Before each game, a camera crew will roam parking lots looking for fans putting cans or bottles in the recycling bins. One fan will be selected to appear on the video screen during the game and will receive a $100 gift card from Coca-Cola.

"Coca-Cola is thrilled to work with Solid Green and Clemson athletics to create a fun recycling campaign for fans. It is our goal to recycle or reuse 100 percent of the bottles and cans used for beverages in the U.S. We hope Tiger fans remember that when they're done, that bottle is not. It can be recycled," said Heather Hucks, Coca-Cola senior sponsorship manager for colleges and universities.

Clemson students also will be doing their part to help with the effort. Student organizations will collect cans and bottles from the bins each game day and transport them to the university's recycling center.

"It is great to see this kind of collaboration happening at Clemson to help enhance our recycling efforts. We appreciate the support of Coca-Cola and the athletic department to make Clemson a greener campus," said Solid Green chairwoman Rose Ellen Davis-Gross.