

## 2023 Pac-12 Football Championship Game to be carbon neutral for second consecutive year, with the initiative sponsored by Pacific Seafood

*Pac-12 will work again with United Green Energy to offset all aspects of its carbon footprint surrounding the marquee event*

The Pac-12 Conference, United Green Energy (UGE) and Pacific Seafood announced today that the league will continue its work with UGE in offsetting all aspects of the carbon footprint surrounding the 2023 Pac-12 Football Championship Game. With the support of Pacific Seafood, the Official Meat and Seafood Provider of the Pac-12, the event will be carbon neutral for the second-consecutive year. Sold out for the third-straight year, the title game is set for Friday, Dec. 1 at Allegiant Stadium in Las Vegas.

The 2022 Pac-12 Football Championship Game was the first-ever carbon neutral Power 5 conference title game, with 235.1 tons of CO2 getting offset through the purchase of energy from the Big Coast Forest and other projects. Pacific Seafood will again purchase Carbon Offsets from UGE to offset emissions of this year's event operations, which will promote the development of renewable energy sources and reforestation efforts across North America and throughout the world.

Carbon footprint aspects to be offset for the Pac-12's football title game include, but are not limited to, the following for both competing universities & traveling staff, event operations staff and other Pac-12 representatives in attendance:

- Round-trip flights & road transportation
- Allegiant Stadium facility operations
- Practices for both teams in lead up to Championship Game
- Ancillary events related to the Football Championship Game including Kickoff Party, VIP Tailgate, School Assemblies and more
- Pac-12 event load in and out

"Pacific Seafood is proud to partner with the Pac-12 and United Green Energy to offset carbon emissions from the 2023 Pac-12 Football Championship Game," said **Bill Hueffner**, Vice President of Marketing for Pacific Seafood. "At Pacific Seafood we believe it is our responsibility to serve our oceans through a continuous commitment to sustainable fishing practices that ensure healthy stocks for generations to come. We know that taking care of our earth is critical for the health of our oceans so we are dedicated to reducing, reusing, and recycling in every area we can to conserve our precious resources; including nearly 100 percent whole fish utilization." Learn more about Pacific Seafood's sustainability efforts at [PacificSeafood.com/CSR](https://PacificSeafood.com/CSR).

"Our partnership with the Pac-12 to offset carbon emissions generated by their Championship Game sets an important precedent for the sustainability of events like this. Utilizing carbon offsets from verified projects is a key element in the battle against climate change," said **Tom Smith**, President United Energy Trading, LLC (d/b/a UGE).

Allegiant Stadium, the home of the 2023 Pac-12 Football Champ Game, is committed to developing sustainable policies and practices while being powered by local renewable energy sources. The Pac-12's efforts, along with the assistance of Pacific Seafood, United Green Energy and Allegiant Stadium, further the impact of this initiative.

**About Pacific Seafood**

Founded in 1941, Pacific Seafood is a family-owned and operated company dedicated to providing the healthiest protein on the planet. Pacific Seafood manages all parts of the supply chain from harvesting/fishing, processing, and distribution to provide customers all over the world with fresh, sustainable, and high-quality products. Pacific Seafood Group is headquartered in Clackamas, Ore., and is the Official Meat and Seafood Provider of the Pac-12 Conference. Learn more and order products direct to your door at [PacificSeafood.com](https://PacificSeafood.com)

**About United Green Energy**

United Green Energy believes in a bright future for everyone through sustainable energy initiatives. They support global ventures with sustainable energy solutions to reduce their carbon footprint. We're dedicated to being a part of the transition to a more green energy-oriented world by providing access to innovative sources like renewable natural gas, wind, solar and carbon offset credits. We can also help turn food waste into fuel through circular design consultation. Learn more about us at [unitedgreenenergy.com](https://unitedgreenenergy.com).

**About Allegiant Stadium**

Located adjacent to the world-famous Las Vegas Strip and home to the Las Vegas Raiders, Allegiant Stadium is an award-winning global events destination. A state-of-the-art, multipurpose venue with a capacity of 65,000, Allegiant Stadium has hosted world-class music artists such as Garth Brooks, The Rolling Stones, Guns N' Roses, Illenium and BTS with more legendary concerts to come. The fully enclosed stadium is also home to the UNLV Rebels football team and has hosted premier sporting events such as the CONCACAF Gold Cup Final, Pac-12 Championship Game, Las Vegas Bowl, and WWE SummerSlam. The venue also hosted the NFL Pro Bowl in 2022 and has been selected to host Super Bowl LVIII in 2024. Allegiant Stadium is committed to giving back to the community through numerous diversity, inclusion, and community outreach initiatives. For more information on Allegiant Stadium, visit [www.allegiantstadium.com](https://www.allegiantstadium.com) or follow us at @allegiantstadium on Twitter and @allegiantstadium on Instagram.