



Press Release Contact Information:

Mollie Molumby
Onyx Public Relations
Owner
Voice: 480-206-3916
Fax: 623-505-6585
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Leigh Steinberg is Going 'Green' for 22nd Annual Super Bowl Celebration on February 2

Legendary Sports Agent Teams Up with Electronic Recyclers International to Host the Only Sustainable Soir e Featuring a Star-Studded Guest List, Green Carpet VIP Entrance

/24-7PressRelease/ - January 26, 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 environmentally-friendly theme and a sustainable 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 11:00a.m. to 6:00p.m. 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, President of Leigh Steinberg Sports and Entertainment. "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 VIP entrance as celebrities walk the 'Green Carpet'. 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 party will include a special presentation by Steinberg in honor of the environmental cause as he will release an endangered owl and accept a commissioned painting by a local Arizona artist.

For the past 21 years, the Leigh Steinberg Super Bowl Party has attracted a high-profile guest list filled with celebrities, professional athletes and business moguls. However, this year, not only will the famous faces be supporting an environmental cause, they will be joined by exclusive guests that won't be found at any other Super Bowl event—a courageous group of soldiers stationed overseas will be attending the party via satellite.

"Not only does the Super Bowl bring the two best teams in the NFL together for one of the greatest athletic events of all time, but it 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. "The same magnetism is felt with our party—we fuse the entertainment, sports and business worlds together for a networking event unlike any other. We're honored to have members of the Armed Forces experience that with us."

The afternoon event will also feature a silent auction to benefit the Environmental Fund for Arizona and the 'Beating the Odds' Foundation. Guests will have the opportunity to bid on exclusive sports memorabilia and environmentally-conscious gifts.

Food stations will be set-up throughout the party grounds with scrumptious bites provided by local restaurants and there will be a full-service bar with a mixture of refreshing cocktails to sip on.

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.

For media inquires or to secure a press pass for the event, email Mollie Molumby at mollie@onyxpr.com or call 480-206-3916. Leigh Steinberg and executive officers are available for interviews and hi-res photographs are available upon request.

About Leigh Steinberg:

For over 30 years, Leigh Steinberg has pioneered the sports management industry, setting the standard for excellence in athlete representation. Leigh's unrivaled history of negotiating record-setting contracts and tireless dedication to charitable activities are the cornerstones of his business. Leigh's commitment and devotion to the industry enthused Hollywood movie executives, as he was the real-life inspiration behind hit movie Jerry Maguire and was the technical consultant to director Cameron Crow. His services have benefited hundreds of the most diverse and exciting clientele in the industry, including professional football, basketball and baseball players, world-champion boxers, pro golfers, top college and professional coaches, Olympians, media personalities, and superstars in the entertainment industry. To-date, Leigh has had the most number one NFL Draft Picks above any other agency or agent. Leigh's longstanding experience and unrivaled reputation built the foundation for him to write best-selling book "Winning with Integrity."

About Electronic Recyclers International:

Fresno-headquartered Electronic Recyclers is licensed to de-manufacture and recycle televisions, computer monitors, computers, and other types of electronic equipment. ERI is capable of processing in excess of 100 million pounds of electronic waste per year.