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Atlanta Falcons and Novelis Launch 'Recycle for Good' Campaign

Fans Challenged to Recycle 3 Million Used Beverage Cans to Fund Home Build by Atlanta Habitat for Humanity on Atlanta's Historic Westside

ATLANTA, July 28, 2016 /PRNewswire/ -- The Atlanta Falcons and Novelis, the world leader in aluminum rolling and recycling, today announced the launch of Recycle for Good, a campaign challenging Falcons fans to recycle 3 million aluminum cans throughout the 2016 football season.

Novelis, the Official Recycling Partner of the Atlanta Falcons, will recycle the collected cans locally at its Greensboro, Georgia recycling facility and convert the value of the aluminum into funding the build of an Atlanta Habitat for Humanity house in Atlanta's historic Westside community.

"Aluminum cans are the most valuable material in the recycling bin," said Sil Colalancia, director, Recycling, Novelis North America. "When fans put cans in the trash, they are actually throwing away money. Through Recycle for Good, we are educating fans about the true value of recycling, both for the environment and for the community."

The campaign joins together local partners including Novelis, the Atlanta Falcons, Mercedes-Benz Stadium, Atlanta Habitat for Humanity, The Arthur M. Blank Family Foundation and the Georgia Dome to increase recycling habits in the Atlanta community.

Starting at the first Falcons home game on September 11, Novelis will host a drop-off location on the West Plaza by the Georgia Dome for fans to contribute their used beverage cans throughout the season. Novelis will also provide recycling bags in the tailgate areas around the Georgia Dome and will sponsor a sorting program inside the Dome to ensure as many aluminum cans as possible are recycled during all 2016 home games.

"The Atlanta Falcons are committed to being the greenest team in the NFL and our fans are known to rise up in the face of a challenge," says Rich McKay, president and CEO of the Atlanta Falcons. "Recycle for Good gives the Falcons organization the opportunity to engage our fans and reinforce our commitment to sustainability and community."

Can collection centers will also be set up at Atlanta Habitat for Humanity headquarters and a soon to be determined Westside location for fans to contribute their cans during away games and any time throughout the season.

"Recycling enables everyone to do their part to make a big difference," said Scott Jenkins, general manager, Mercedes-Benz Stadium. "We're working to make Mercedes-Benz Stadium the first professional sports stadium to achieve LEED Platinum certification, and the

Recycle for Good program reinforces our sustainability efforts by encouraging good recycling habits."

Aluminum is infinitely recyclable, and beverage cans can be recycled from store-shelf to store-shelf in as few as 60 days. Recycling aluminum cans saves 95 percent of the energy and the greenhouse gas emissions associated with primary aluminum production and reduces waste to landfill.

The value of 3 million recycled aluminum cans is enough to fund the entire construction of the Atlanta Habitat for Humanity home. In the state of Georgia, more than \$70 million worth of aluminum goes to landfill each year.

"Recycle for Good helps further our mission to build affordable, green, quality homes for working families in Atlanta," said Lisa Gordon, president and CEO, Atlanta Habitat for Humanity. "The Westside is an important, historic community for Atlanta and being able build a home for a working family there only further contributes to the revival that's already underway."

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 12,000 employees and reported \$10 billion in revenue for its 2016 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminum and copper and metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/atlanta-falcons-and-novelis-launch-recycle-for-good-campaign-300305369.html>

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