

MIS Green Initiatives

Why Green at MIS



Racing's Demographic



- NASCAR fans love the outdoors – boating, hunting, fishing, hiking, camping.
- NASCAR and its partners have made a commitment to raise awareness, preserve, and protect our environment with programs like Race To Green.
- NASCAR facilities have adopted green initiatives such as recycling, renewable energy, and tree planting programs.

Common Ground Values

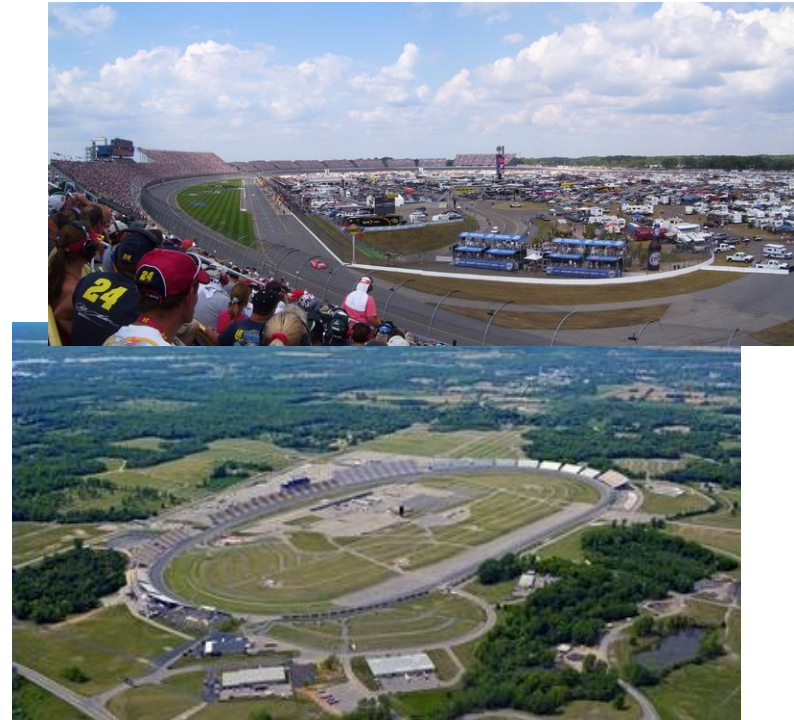


- There was a time when the NASCAR fan demographic and “environmentalists” were in many cases as different as a Stock “Street Legal” car and a Stock “NASCAR” car. Red Neck Versus Tree Hugger.
- Over time the two sides found that there is a lot more common ground than not – Love of the outdoor goes hand in hand with preservation, conservation, and sustainability



Who is MIS

- Located in the Irish Hills near Brooklyn Michigan.
- 1,400 acres of hills, woods, ponds, and fields surrounding a 2 Mile D-Shaped Oval.
- Nearly 10,000 Campsites
- MIS's brand - "NASCAR in a national park" and a "great escape."
- The MIS brand and our guests' values of sustainability, preservation, and love of the outdoors naturally lend themselves to green initiatives.



Do the right thing

- **Responsibility - Community Leader with local, state, national, international exposure.**
- **Get fans passionate about “Green” and give them the ability to conserve and preserve while visiting our facility.**
- **Make it convenient for those who have a desire to be “Green” but need a push in the right direction.**
- **Educate those who don’t yet feel the impact our lifestyles have on the environment. Not everyone can or will give 100%, but if everyone does something it will be a great stride forward from where we are today.**



Green by the Numbers

- **With Partners like NASCAR, Schupan, Coca-Cola, and Safety Kleen MIS has achieved many of our goals. including:**
 - **Decreased our landfill tonnage by over 25% the last 7 years.**
 - **Collects 7,500 + gallons of used motor oil each year.**
 - **Collects 50,000+ pounds of plastic, glass, and aluminum each year.**
 - **Collects 20,000 + pounds of Cardboard each year.**
 - **Plants 80 + Trees every year.**
 - **MIS is now a leader in recycling among Michigan Sports Facilities and other NASCAR Events.**



Come Visit

2014 Michigan International Speedway Schedule

Saturday, May 10	Michigan Wine and Beer Fest presented by Experience Jackson
Friday, June 13 Saturday, June 14 Sunday, June 15	ARCA Racing Series presented by Menards and Sprint Cup Qualifying NASCAR Nationwide Series NASCAR Sprint Cup Series Quicken Loans 400
Friday, July 18th Saturday, July 19th Sunday, July 20th	Faster Horses Country Music Festival Faster Horses Country Music Festival Faster Horses Country Music Festival
Friday, Aug. 15 Saturday, Aug. 16 Sunday, Aug. 17	NASCAR Sprint Cup Series Practice and Qualifying NASCAR Camping World Truck Series NASCAR Sprint Cup Series Pure Michigan 400