



**FOR IMMEDIATE RELEASE**

## **WORCESTER BRAVEHEARTS AND SCOUTING AMERICA ANNOUNCE RECYCLING INITIATIVE**

**Worcester, MA (June 6, 2024)** – The Worcester Bravehearts and the Heart of New England Council, Scouting America are proud to announce an expansion of their partnership to include a Recycling Initiative. In this collaboration, Scouting Packs and Troops will be collecting the cans and bottles used during Bravehearts home games in the 2024 season to help support their fundraising endeavors.

The program aims to raise awareness about the importance of recycling, reduce waste in our environment, and positively impact local communities. The initiative is an inventive way for the Bravehearts to give back to local community groups and ensure that the new All-You-Can-Eat Concession Model does not increase the team's carbon footprint. By collecting and redeeming the recyclable items, the participating Scouts learn about teamwork, responsibility, and citizenship.

"This initiative to collect recyclable bottles and cans underscores Scouting America's commitment to environmental sustainability and community engagement," said Mark Barbernitz, CEO and Scout Executive of the Heart of New England Council. "Through this joint project with the Bravehearts, we hope to instill a sense of responsibility and environmental awareness in our youth members, while making a tangible impact on the communities we serve in Central Massachusetts."

"We have had a strong relationship with Scouting America since the inception of the Bravehearts, and we're excited to continue that partnership in a way that makes a difference in our communities." said Bravehearts General Manager Dave Peterson. "This was an important step in our All-You-Can-Eat model, to ensure we are working to reduce waste as much as possible."

In addition to the Recycling Initiative, the Bravehearts will be hosting their annual Scout Night on July 13th, where all Scouts can participate in a pregame scavenger hunt, clinic, and special Scout themed promotions throughout the night. Scout Night tickets are priced at \$22 and include the Bravehearts New Stadium Wide All-You-Can-Eat Concessions! Proceeds from the Scout Night event will be going to the Heart of New England Council's campership fund, which makes summer programming accessible to all Scouts, regardless of financial need.

To purchase tickets for Scout Night, email Community Relations Manager Helena Stamatakis at [helena@worcesterbravehearts.com](mailto:helena@worcesterbravehearts.com)



## About the Heart of New England Council, Scouting America

Headquartered in Rutland, the Heart of New England Council is a 501(c)(3) organization that serves about 4,000 boys and girls in more than 60 communities in Central Massachusetts. We provide the nation's foremost program that teaches young people character, leadership, and citizenship through fun and exciting adventures for the entire family. We foster a culture of diversity and inclusion that makes it enriching to participate, volunteer and work in the Scouting program. Visit [www.hnebsa.org](http://www.hnebsa.org) for more information. To find a Scouting unit in your local community, visit [BeAScout.org](http://BeAScout.org).

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