



SUPPORT + FEED AND GOAL TEAM UP TO DRIVE SUSTAINABILITY IN SPORTS AND ENTERTAINMENT

*Nine Venues to Feature Plant-Based Food Drives and Menu Options
During **Billie Eilish's Fall 2024 HIT ME HARD AND SOFT: THE TOUR**
as part of New Sustainability Initiative*

DENVER (September 30, 2024) – [Support + Feed](#), dedicated to combating climate change and enhancing food security through plant-based food advocacy, and [GOAL](#) (Green Operations & Advanced Leadership), which offers venues a comprehensive roadmap and resources for sustainable operations, have joined forces ahead of **Billie Eilish's HIT ME HARD AND SOFT: THE TOUR** to promote sustainability in food and beverage within the sports and live entertainment industry.

As partners in a year-long initiative to help mitigate the climate crisis and increase access to nourishing meals in local GOAL communities, Support + Feed & GOAL have identified nine venues within the GOAL network hosting **Billie Eilish** in her **HIT ME HARD AND SOFT: THE TOUR**. These venues will activate several key initiatives on their respective tour dates, exceeding the sustainability efforts of Billie Eilish's show by committing to:

- Hosting plant-based food drives and engaging fans to donate non-perishable plant-based foods
- Offering new plant-based menu items at concession
- Encouraging fans to try new plant-based menu items through in-person and digital messaging campaigns
- Providing space for the Support + Feed team to engage fans outside the venue before the show
- Providing resources and information on the benefits of a plant-based lifestyle and choices for people and the planet
- Providing Plant Maps - a guide to find the plant-based offerings in all participating venues
- Offering a Call to Action to bring fans and audiences together in the Support + Feed Pledge to choose one plant-based meal per day for 30 days and report back on the experience

Kristen Fulmer, Director of GOAL and Head of Sustainability for Oak View Group, commented, "We're so excited to partner with Support + Feed to drive our collective vision of a more sustainable future. We aim to translate the passion of artists, athletes, and climate advocates into tactical efforts that operators activate in their venue. This allows us to continue our mission of leveraging the influence of GOAL Member venues to offer more sustainable options for fans, and impact the industry."

“We are honored to partner with GOAL in our mission to advance systemic change toward a more climate-friendly, just, and healthy food system through plant-based food initiatives within the sports and live entertainment industry,” said **Maggie Baird**, Founder and President, of Support + Feed. “This collaboration allows us to help inform new audiences in understanding what we eat matters when it comes to the climate crisis and our inequitable food system. By engaging fans and increasing the availability of delicious, plant-based options, we can drive significant change and inspire healthier, and more environmentally friendly choices.”

This partnership, supported by [Oak View Group](#), the global leader in venue development, management, and premium hospitality services for the live event industry, allows GOAL members to reduce their scope 3 carbon emissions by serving plant-based food alternatives to carbon-intensive menu options, while also creating opportunities for venues to support the community with access to healthy food. These venues will work with GOAL to measure their water, waste, and energy use associated with their “Hit Me Hard and Soft” tour dates.

The nine venues participating venues are:

- Oct. 4: CFG Bank Arena (Baltimore, MD)
- Oct. 9: Prudential Center (Newark, NJ)
- Oct. 13: PPG Paints Arena (Pittsburgh, PA)
- Nov. 2 & 3: State Farm Arena (Atlanta, GA)
- Nov. 10 & 11: Xcel Energy Center (St. Paul, MN)
- Nov. 13 & 14: United Center (Chicago, IL)
- Dec. 5-6: Climate Pledge Arena (Seattle, WA)
- Dec. 8: Moda Center (Portland, OR)
- Dec. 15-17: Kia Forum (Inglewood, CA)

Last week, **Billie Eilish** shared a comprehensive sustainability plan for her upcoming **HIT ME HARD AND SOFT: THE TOUR** in a continued effort to help lower the carbon footprint. For more details go to: <https://store.billieeilish.com/pages/sustainability>

About Support + Feed

Founded in 2020 by Maggie Baird, mother of Grammy Award-winning artists Billie Eilish and Finneas, Support + Feed is committed to mitigating climate change and increasing food security by driving global demand, acceptance, and accessibility of plant-based food.

In just four years, we've distributed over 700,000 plant-based meals and pantry items alongside educational programming to underserved communities through partnerships with 80+ community organizations, 60+ local and minority-owned restaurants, and 130+ volunteers. Support + Feed has reached 41 cities globally, has a consistent presence in eleven anchor cities in the US, and is now expanding through partnerships in the EU, UK, and Australia. US anchor cities are Los Angeles, Chicago, Detroit, Minneapolis, New York City, Philadelphia, Washington DC, Atlanta, Nashville, Virginia Beach, and New Orleans. International cities currently include London, Dublin, Manchester, Birmingham, Glasgow, Paris, Frankfurt, and Cologne. Together, we're nourishing a sustainable future for all.

About Oak View Group

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class-owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

About GOAL

GOAL (Green Operations & Advanced Leadership) is a pioneering sustainability-driven membership and support network for sports, entertainment, and live event venues, including stadiums, arenas, theaters, and convention centers. With over 40 members across the United States, Canada, and the UK, GOAL provides environmental data analysis, sustainability strategy, and partnership advice. Utilizing Salesforce Net Zero Cloud for carbon accounting and visualizations, GOAL helps venues track and improve their sustainability efforts. The membership also provides qualitative support, including sustainability visioning, goal-setting, and action planning, and creates a network to facilitate connections to operators and vetted vendors. By fostering collaboration, sharing best practices, and offering tailored support, GOAL empowers venues to enhance their sustainability efforts, regardless of their starting point. The Founding Partners of GOAL are Oak View Group, the Atlanta Hawks & State Farm Arena, Fenway Sports Group, and green building trailblazer Jason F. McLennan, founder of McLennan Design. For more information, visit www.theGOALstandard.com or contact info@GOALstandard.com.

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