

**OVIE MUGHELLI**  
FOUNDATION 

# RECYCLE ON THE RUN

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## DESCRIPTION:

Recycle on the Run is an obstacle course that blends the physical activity of football along with key environmental concepts or "brain teasers". Participants will have their football skills tested while also testing their "green IQ" by answering questions and hitting football targets that enter our landfill. This fun-filled activity promotes active play while promoting behavioral change in their recycling habits.





A background image of children playing on a playground. In the foreground, a boy in a light blue shirt and shorts is running on a blue pipe. To his right, another boy in a yellow shirt is also running on a blue pipe. In the background, a girl in a pink shirt and shorts is standing on a green pipe. The playground is on a grassy area with a building in the background.

## Target Audience

- Middle to High School  
(can be adapted for many age groups)
- Audience Size
- 50-500
- Duration 1-3 hours

## Program Cost

- \$15K for single lane event circuit
- \$20K for double lane event circuit



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# PROBLEM

US recycling levels are currently at 21.4% according to a study by the EPA. In less than 15 years worldwide waste is expected to double.





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# THEORY OF CHANGE

We know that kids love to learn when they are participating in active play. The Ovie Mughelli ROR activity works to simplify recycling and other environmental concepts to an unengaged or largely under-served audience so that they can become excited about it to create behavioral change.





# MISSION

Our mission is to educate and inspire the next generation of environmental leaders. The vision is to transform sustainability engagement and make an impact locally, nationally, and globally. We educate the next generation of environmental leaders through Sports, Entertainment and Technology.

## OVERVIEW

OMF was founded by in 2009 by former NFL fullback, Ovie Mughelli. It is a 501 (c) 3 non-profit organization.

