



## **ASM GLOBAL RELEASES COMPLETE VENUESHIELD OPERATIONAL PLANS FOR THE REOPENING OF ITS ARENAS, STADIA, THEATERS AND CONVENTION CENTERS**

*Industry-leading protocols to provide trusted protection for the live experience as facilities across the globe begin to reopen and welcome staff, tenants and guests.*

**ASM Global**, the world's leading venue management and services company, has further enhanced its industry-leading *VenueShield* program, supporting the continued reopening of its more than 325 facilities and client partners worldwide.

*VenueShield's* protective capabilities have already been tested at UFC's event at ASM Global-managed VyStar Veterans Memorial Arena in Jacksonville, Florida on May 9, 2020. The program was also activated for the National Rugby League's match at Suncorp Stadium in Brisbane on May 28, 2020, in the first live Australian sport played since March.

The comprehensive new protocol was developed in partnership with **AECOM**, the world's premier infrastructure firm, and its international team of sports venue design, environmental hygiene and biocontainment experts. The *VenueShield* program is also being guided by scientific and medical research input from **Drexel University College of Medicine (DUCOM)** and its interdisciplinary team of expert faculty and graduate medical students, under the direction of Dr. Charles Cairns, dean of DUCOM. These critical healthcare insights, facilitated by the Drexel Solutions Institute (DSI), will provide ongoing recommendations for COVID-19 mitigation strategies.

Additionally, **SERVPRO**, the #1 choice in commercial cleaning and restoration services for more than 50 years, will serve as ASM Global's primary partner in the implementation of the pro-active viral pathogen cleaning process. The customized, in-depth workflows for venue re-occupancy include industrial disinfection and workforce safety initiatives, developed in accordance with international guidelines from the CDC, NHS, PHAA and WHO, among others.

Building on those early successful implementations, *VenueShield* is being deployed in various stages worldwide, in alignment with approvals from local government officials and health care experts. Phases of *VenueShield* include the implementation of new guidelines for Workplace Safety, Technology & Equipment, Food Safety and Public Awareness as they support future efforts. This ongoing company effort to re-define the customer journey of the future is of top priority.



## **QUOTES:**

“*VenueShield* is the culmination of extensive and ongoing work by our Global Task Force to develop this industry-leading set of protocols that will ensure the highest levels of health and safety for our employees, entertainers, athletes and guests. We appreciate the expertise provided by the world-class team of experts we have assembled. We look forward to growing the *VenueShield* program with our partners at AECOM, SERVPRO and Drexel University College of Medicine as we continue to reopen across the globe.”

~ *Bob Newman, President and CEO of ASM Global*

“At AECOM, we have a deep understanding of sports and entertainment venues. We are excited to work with ASM Global on the many aspects of their *VenueShield* program, including the development and implementation of the phase one environmental hygiene project. Sports and entertainment venues have long been symbols of hope and pride to the communities in which they reside. Now more than ever, preparing these venues for the safe return of fans, teams and entertainers is critical.”

~ *Mack Astorga, AECOM's Environmental Risk and Return with Confidence program lead*

“We at SERVPRO believe it is our duty to help businesses reopening safely—including sports and entertainment facilities—so we are proud to be a part of the *VenueShield* program. SERVPRO franchises have been trusted to defend public spaces against harmful pathogens across North America, including high-profile locations such as national quarantine sites on military bases, international airports, cruise ships, assisted living facilities, and thousands of first responder vehicles and stations. Our *Certified: SERVPRO Cleaned* program—using CDC-recommended cleaning procedures and EPA-approved cleaning products—gives employees, patrons, and guests peace of mind that a facility has been taken to a ‘higher standard of clean.’”

~ *Mike Stahl, CMO of SERVPRO*

## **ABOUT ASM GLOBAL:**

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences. ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit [www.asmglobal.com](http://www.asmglobal.com).

## **ABOUT AECOM:**

AECOM is the world's premier infrastructure firm, delivering professional services throughout the project lifecycle – from planning, design and engineering to consulting and construction management. We partner with our clients in the public and private sectors to solve their most complex challenges and build legacies for generations to come. On projects spanning transportation, buildings, water, governments, energy and the environment, our teams are driven by a common purpose to deliver a better world. AECOM is a Fortune 500 firm with revenue of approximately \$20.2 billion during fiscal year 2019. See how we deliver what others can only imagine at [aecom.com](http://aecom.com) and [@AECOM](https://twitter.com/AECOM).

## **ABOUT SERVPRO:**

Founded in 1967, the SERVPRO franchise system is a leader and provider of fire and water cleanup and restoration services, mold mitigation, and biohazard remediation. SERVPRO's professional services network of more than 1,800 individually owned and operated franchises responds to property damage emergencies ranging from small individual disasters to multi-million dollar large-loss events. Providing coverage in the United States and Canada, the SERVPRO system has established relationships with major insurance companies and commercial clients, as well as individual homeowners. [www.servpro.com](http://www.servpro.com)

