



Press Release

For Immediate Release

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Marine Corps Marathon Earns Elite Recognition for Environmental Initiatives *Council for Responsible Sport Awards Silver Certification to MCM*

QUANTICO, VA (January 12, 2010) – The Marine Corps Marathon (MCM) has been awarded silver-level certification from the Council for Responsible Sport (CRS) becoming the largest event to date to earn this distinction. CRS provides an independent, comprehensive certification for sustainable athletic events evaluating five categories: Waste, Climate, Materials & Equipment, Community & Outreach, and Health Promotion.

“The Marine Corps Marathon took tremendous steps in demonstrating a commitment to leading the race industry towards the adoption of sustainable practices,” said Marisa McGilliard, CRS executive director. “The event achieved over a 32 percent reduction in waste to landfill in just one year’s time. The standard decrease in waste to landfill for most events is ten percent.”

The MCM reduced waste by more than a pound per runner or 8.5 tons compared to 2008 totals. Athletes for a Fit Planet consulted and provided on-site support for the MCM’s environmental initiatives including eliminating paper registration, utilizing eco-friendly portable toilets, printing race programs on recycled paper and providing seed-paper bibs for the Healthy Kids Fun Run.

“Earning silver certification is a significant accomplishment for a race this size,” said Bruce Rayner, FitPlanet’s Chief Green Officer. “It was possible because the commitment to sustainability is shared across the MCM organization, including the 1,200 US Marines who worked on the course.”

Event-generated communications promoted the reduction of carbon emissions by urging Metro system usage for runners and spectators rather than personal vehicles. During the three-day event weekend, more than 139,000 marathon-related riders utilized Metro.

An aggressive recycling effort at the Finish Festival supported by partners Aquafina, Rosslyn Business Improvement District and Arlington County’s Department of Environmental Services led to the collection of 3.2 tons of recycling materials, the largest haul in the three years of this program.

“The silver certification is a great achievement that speaks volumes to the sustainable direction the MCM is heading,” said Kristen Rannels, Solid Waste Planner, Arlington County. “The Arlington County Department of Environmental Services applauds the MCM team for setting the stage for the way events should be.”

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“The MCM intends to apply these practices to the upcoming 2010 events including the Marine Corps Historic Half marathon in Fredericksburg, Virginia during May and the Crossroads 17.75K in Prince William County during June,” said Angela Huff, MCM Deputy Director.

About the Marine Corps Marathon

Vote “Best Marathon for Families,” the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Currently ranked as the fifth largest marathon in the United States and ninth in the world, “The People’s Marathon” boasts a course featuring the iconic landmarks of Washington, DC and Arlington, Virginia. The 35th MCM will be held on October 31, 2010. Online registration opens April 7, 2010 at www.marinemarathon.com. No federal or Marine Corps endorsement applied.

About the Council for Responsible Sport

The Council for Responsible Sport (“CRS”) (ReSport.org) is a non-profit organization based in Portland, Oreg. with a mission to establish a new standard of environmental and social responsibility in sport. One program of CRS is administering a sustainability certification for sporting events. More information on the Council for Responsible Sport, including a directory of certified events, can be found at ReSport.org or by contacting Executive Director Marisa McGilliard: Marisa@resport.org or (503) 863-6892.

About Athletes for a Fit Planet

Athletes for a Fit Planet is a leading provider of environmental services to organizers of athletic events, including running, multi-sport, cycling and walking events. Fit Planet’s Pledge of Sustainability and Green Events Directory provide a cost-effective way for event organizers to communicate their green practices to athletes, and for athletes to make informed decisions about the events they participate in. The company also offers environmentally-responsible companies creative marketing solutions for reaching the athlete community. Visit www.afilplanet.com or email bruce@afilplanet.com.

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