



# Press Release

For Immediate Release

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## **Marine Corps Marathon Launches Contest to Find Greenest Runners**

*FitPlanet Joins MCM Offering Two Free Entries to 2010 MCM as the Green Team*

**QUANTICO, VA (August 2, 2010)** – The Marine Corps Marathon (MCM) and Athletes for a FitPlanet announced today the first-ever *MCM Green Team Challenge*. Runners are invited to enter the challenge to win the opportunity to run the 35<sup>th</sup> MCM to become the MCM Green Team.

Together, the MCM and FitPlanet are encouraging runners to share the responsibility and commitment to the environment by running green. Runners can submit a green plan by entering the contest through [www.marinemarathon.com](http://www.marinemarathon.com). All entries must detail a green plan for the most sustainable practices during training and participation at the 35<sup>th</sup> MCM on Oct. 31, 2010 in Arlington, VA.

The contest will be held from Aug. 2 to Aug. 15, 2010. A team of eco-judges will evaluate each green plan and chose two winners who best demonstrate how they can implement the most sustainable practices while participating in the MCM. Winners will be announced on the MCM and FitPlanet websites on Wednesday, Aug. 18.

The winning “green” plan will be posted on the FitPlanet Green Team webpage blog where each 2010 MCM Green Team winner will detail their overall MCM green experiences.

The two winners will each receive a pair of Brooks Green Silence running shoes, a performance shoe made from recycled and other earth-friendly components. Other prizes include a tote made from MCM recycled finish-line banners by Prior Life and several other items from sponsors such as Dasani.

Together, MCM and FitPlanet aim to implement environmental practices to conserve natural resources and reduce waste, as well as set a good example for the participants, fans and communities where MCM events are held.

“The ultimate goal of this promotion is to increase awareness and demonstrate how runners can positively support event environmental initiatives through planned sustainable efforts,” said Marc Goldman, MCM Sponsorship/Marketing Manager.

The *Green Team Challenge* is an extension of the MCM’s environmental outreach that was awarded by the Council for Responsible Sport in 2009. MCM received silver-level certification becoming the largest event to date to earn this distinction.

- more -



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MCM Green Team

#### *ABOUT ATHLETES FOR A FITPLANET*

*Athletes for a Fit Planet LLC is a leading provider of environmental services to organizers of athletic events, including running, multisport, cycling and walking events. Fit Planet's Pledge of Sustainability and Green Events Calendar provide a cost-effective way for event organizers to communicate their environmental practices to athletes. For more FitPlanet information, contact Bruce Rayner at 508.429.0976 or [bruce@afitplanet.com](mailto:bruce@afitplanet.com)*

#### *ABOUT THE MARINE CORPS MARATHON*

*Voted the best marathon for families, the Marine Corps Marathon honors the dedication, sportsmanship and patriotism of its participants. Runners from all walks of life participate in the largest marathon not to offer prize or money, earning the nickname as "The People's Marathon." The MCM is the fourth largest marathon in the United States and the eighth largest in the world. The 35th anniversary Marine Corps Marathon will be held on October 31, 2010, in Arlington, VA. No federal or Marine Corps endorsement is implied.*

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