



Press Release

For Immediate Release

Media Contact: Beth Johnson
elizabeth.johnson1@usmc.mil
703.432.1165

October 9, 2008

Marine Corps Marathon Announces Recycling Initiative with Partners Aquafina® and Arlington County

Aquafina® to Provide Recycling Kiosks throughout MCM Finish Festival

QUANTICO, VA- Runners and spectators of the Marine Corps Marathon can expect an exciting new change in the event held on October 26, 2008. As the Aquafina® Green Team comes to town, Aquafina will set up twenty-five recycling kiosks, with support staff, in high-traffic locations throughout the Finish Festival area in Rosslyn, Virginia. The colorful recycling kiosks stand six-feet tall, and will collect up to 2,700 plastic bottles each. For a third year, Arlington County will collect cardboard and plastic recyclable materials at the race finish as well as at all Arlington-based water points.

“The MCM is excited to partner with Aquafina for this initiative as part of our campaign to create not only healthy people but a healthy environment,” said Rick Nealis, Race Director. “This new program will work in conjunction with the Department of Environmental Services of Arlington County to promote recycling at this year’s race.”

The MCM’s recycling efforts in 2007 resulted in the collection of more than two tons of recyclable materials. The addition of the Aquafina recycling kiosks is expected to increase that number significantly.

“We’re pleased to provide Aquafina water for all event finishers, and as part of PepsiCo’s commitment to the environment, our Aquafina Green Team will help insure the proper collection and recycling of all empty beverage containers at the event’s finish area,” said Andrea Seek, Senior Manager for Aquafina.

About Aquafina: Aquafina is a product of Purchase, N.Y.-based Pepsi-Cola North America Beverages (PCNAB), the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. PCNA's U.S. brands also include Pepsi, Mountain Dew, Sierra Mist, SoBe, Mug, Tropicana Twister Soda, IZZE, Tropicana Juice Drinks, Dole and Ocean Spray single-serve juices. The company also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks. For more, visit www.pepsi.com.

About the Marine Corps Marathon: Voted “Best Marathon for Families”, the Marine Corps Marathon continues a combined tradition of dedication, sportsmanship and patriotism. Runners from all walks of life have participated in the world’s largest marathon to not offer prize money, deservingly earning the nickname “The People’s Marathon.” The 33rd Marine Corps Marathon to be held on October 26, 2008 in Arlington, VA is presented by USAA, Brooks Sports, Inc., and CVS/Caremark.

For media information, contact Beth Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or Elizabeth.Johnson1@usmc.mil. No federal or Marine Corps endorsement implied.

33rd Marine Corps Marathon • October 26, 2008 • www.marinemarathon.com