



Press Release

For Immediate Release

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

August 11, 2009

Marine Corps Marathon Launches New Green Initiatives As Part of Event Certification

QUANTICO, VA- The Marine Corps Marathon (MCM) has launched a new campaign recognizing the event's environmentally-friendly initiatives. Working with Holliston, MA-based Athletes for A Fit Planet, the MCM is seeking silver-level certification from the Council for Responsible Sport in an effort to create a more eco-conscious event.

"The MCM has increasingly focused on green initiatives for the last several years, starting with a paperless registration process for all events," said Rick Nealis, Director. "This year, the MCM is expanding these efforts."

Event sponsors are contributing to the efforts as well. Aquafina is providing Eco-fina bottles at the finish line that are the lightest weight and most environmentally-friendly bottles on the market. Healthy Kids Fun Run participants will receive seed paper race bibs made from post-consumer waste and wildflower seeds that can be planted after the run. The MCM race headquarters hotel, the Hyatt Regency Washington on Capital Hill, is one of only two "Green Seal Approved" hotels in Washington, DC with a host of programs to minimize waste and maximize efficiency.

Additionally, the MCM is working with Arlington County and Aquafina to further develop the recycling programs already in place. This includes the use of Aquafina's recycling kiosks throughout the Finish Festival in Rosslyn and Arlington County's collection of cardboard and plastic recyclable materials at the race finish as well as at all Arlington-based water points.

The MCM has launched a new Going Green webpage on www.marinemarathon.com to educate and inspire runners. In a call to action, runners have been asked to take public transportation, like Metro, during race weekend as well as to participate in two new programs. *Trash Runs* encourages runners to bring a bag or container with them on a training run to pick up trash along their route and then share photos with the MCM. The *MCM Shoe-A-Thon*, gives runners the opportunity to donate their gently used running shoes at all MCM-organized events to be given to the Arlington Street People's Assistance Network (A-SPAN), which supports people who are homeless, living on the streets or facing homelessness.

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 34th Marine Corps Marathon to be held on October 25, 2009 is presented by USAA, Brooks Sports, Inc., and Arlington County. No federal or Marine Corps endorsement implied. For media information, contact Beth Johnson, Marine Corps Marathon Public Relations Coordinator at (703) 432-1165, or Elizabeth.Johnson1@usmc.mil.