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## **18<sup>th</sup> Annual Philadelphia Marathon is taking steps to sustainability** *Race organizers announce campaign to reduce, reuse and recycle.*

**PHILADELPHIA** (*October 11, 2011*) - The 2011 Philadelphia Marathon is proud to announce that, more than ever, it is doing its part to reduce the carbon footprint during Race Weekend, November 18-20, 2011. Host to 25,000 runners, more than 60,000 fans and 3,000 volunteers, the Philadelphia Marathon Race Weekend organizers are committed to transforming the races into environmentally-conscious sporting events that strive to preserve the earth's natural resources.

"The road to sustainability is paved with a few single steps," said Executive Race Director Melanie Johnson. "Each year, we are implementing green initiatives that both reuse resources and recycle materials which make our race weekend more efficient and eco-friendly."

Below are green initiatives that the event organizers are doing to both subtly and aggressively reduce waste, reuse resources and recycle materials:

- Heatsheets®, which are made of a metalized polyester film and distributed to warm up the runners at the finish line, will be collected in designated containers and recycled.
- Materials from excess runners' medals will be melted down and recycled in a waste-cutting measure.
- The more than 300,000 cups that runners use during the races to drink water and replacement fluids will be collected and composted.
- Recycling and composting bins will be set up at the marathon's two-day Health and Fitness Expo and on the race course at fluid stations and other designated areas.
- Recycled cardboard and plastics will be used on the race course.
- Thousands of runners discard their outer layers of warm-up clothing at the starting line, so the Philadelphia Marathon Race Weekend organizers partner with the Bethesda Project, a local organization that assists the homeless population, to collect more than two hundred 55-gallon bags of salvageable clothing each year.

- Excess runners' bags will be recycled, reused or donated and the items within the bags are recycled or donated to local running clubs, school groups and charity organizations.
- The paper size of informational handouts has been reduced by 50 percent.
- On the path to a paperless race, registration for the Marathon, Half Marathon, and Rothman Institute 8K is accessible through the Philadelphia Marathon's website. Marathon organizers continued to strongly encourage participants to sign up online, at times offering online discounts and distributing specials via e-cards rather than through paper mailings. This increased the percentage of online registration from 88 percent in 2008 to 97 percent in 2010.
- The Philadelphia Mayor's Office of Sustainability's Waste Watchers team is partnering with the Philadelphia Marathon to send less waste to landfills. The Waste Watchers team will help spectators and participants sort their trash, recycling, and compost into the right containers, keeping the streets of Philadelphia clean and welcoming, and reducing the amount of trash the races send to the landfill.

For more information about how the Philadelphia Marathon is going green, visit our website at [www.philadelphiamarathon.com](http://www.philadelphiamarathon.com).

The City of Philadelphia, Running's Best Host City, will welcome 27,000 registrants across all races and more than 60,000 spectators at the **2011 Philadelphia Marathon Race Weekend**. In addition to the Philadelphia Marathon on Sunday, November 20, Race Weekend features three other races – the Half Marathon also on Sunday, as well as the Rothman Institute 8K and the Kids Fun Run on Saturday, November 19. Other activities to welcome runners and other participants, families, friends, spectators, businesses and residents include a free two-day Health & Fitness Expo; a free course map, Fan Pass complete with retail discounts and promotions, and more than 20 spectator cheer zones. Runners pass many of Philadelphia's famous attractions on the swift and scenic USATF-certified course, which is a Boston qualifier. Take the first step to experiencing 26.2 miles of fun, beauty, history and excitement by visiting [www.philadelphiamarathon.com](http://www.philadelphiamarathon.com).



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