



NEWS RELEASE

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Portland Marathon is “green”: Continues to increase commitment to sustainable policies

PORTLAND, Ore.—5 Sept. 2008—The 37th annual Portland Marathon, which will be held on Sunday, Oct. 5, is increasing its sustainable and environmentally friendly policies again this year. By working together with its sponsors, charities, and all-volunteer committee, the Portland Marathon will implement and expand green practices before, during, and after the event to include committee meetings, celebrations, the Sports and Fitness Exposition, Event Director’s College. The Portland Marathon has implemented and continued the following policies to create a green and sustainable event:

- Recycling of cardboard, glass, plastic, paper, etc. Use of volunteer “Green Teams” who regulate and promote recycling efforts during the event;
- Prevention of food waste by distributing leftovers to a local food charity;
- Upgraded to sanitation systems to more environmentally friendly human systems (EGG Clear Water Sanitation-Tualatin);
- Using biodegradable cups, bags, and other products;

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- Distribution of tree seedlings to finishers began in 1993. This virtual forest after 2008 could include an estimated 100,000 trees, which absorb CO2 emissions as they grow. Ongoing cumulative carbon emissions absorption by the free tree seedlings turned trees given to finishers since 1993;
- Donation of clothing left behind to charity. Space blankets left behind by participants in the start/finish area are washed and reused at a 4H camp for low- income children;
- Early-on provider of online registration, results, and web page publications, (beginning in the late 90's), eliminating the usage of paper;
- Conservation of renewable energy sources for power (solar panels at the start/finish area); water and waste through our official hotel and exposition site, the Portland Hilton Hotel, which is a Green Seal Certified hotel;
- Accessibility to our event by public and mass transportation (Tri-met bus, MAX light rail, trolley);
- Use of fuel-efficient vehicles for lead cars. Bicycles are also used for year-round and day-of event course management;
- Use of apparel made with environmentally friendly fabrics and ink, such as “green” conference bags (Runner’s World and Nature’s Path Organic);

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- Educate and promote green efforts to other event directors as well as participants and members of the public, so they can implement these at their events;

In addition to its commitment to sustainable policies, the Portland Marathon is also committed to the satisfaction and happiness of its participants. *Runner's World* magazine called the event one of the “friendliest, best organized most family-oriented events in the country.” Seventy-eight course entertainment acts, a marathoner Celebration Lounge, and the exceptional weather and Boston Marathon-qualifying course, are features that make the event unique from others in the country. To learn more about the Portland Marathon, please visit www.portlandmarathon.org or contact Les Smith at lsmith@bullardlaw.com.

The Portland Marathon, a non-profit organization that started in 1971, is one of the largest events in Portland. The event is organized and executed by more than 4,500 volunteers, and attracts more than 12,000 participants each year. The event donates more than \$150,000 of its revenue to local non-profits and charitable groups. The event has recently received national attention for being one of the first “green” marathons, and also for continuing to be one of the only remaining MP3-player friendly distance running events in the country. For more information, visit www.portlandmarathon.org, e-mail news@portlandmarathon.org, or call (503) 816-3777.

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