



RACE WITHOUT A TRACE

2008 RECAP

Endurance Magazine recently wrapped up its 2008 event production schedule with the Ramblin' Rose Chapel Hill Women-Only Triathlon, held on Sunday, October 19th with a sold-out field of 650 participants as well as more than 1000 spectators in attendance. Looking back, it's evident that Endurance Magazine events enjoyed a year of tremendous positive growth and improvements on many fronts.

Perhaps the biggest improvement to the way in which Endurance Magazine produced events in 2008 was due to the Race Without A Trace initiative, officially announced to the public in the April issue of Endurance Magazine, but fully embraced internally as early as December, 2007. The Race Without A Trace initiative serves as a basis for all events to empower and enable our collective communities to embrace positive change in our attitudes toward environmental sustainability. Our role in this endeavor is to create as much influence as possible – via those who participate in our events as well as other event producers – ultimately creating agents of change across our endurance sports community.

Before we turn the page on 2008 and set our sights on the various Race Without A Trace objectives that we will set out to accomplish in 2009, we wanted to recap the positive impacts that the Race Without A Trace initiative made in the short period of time since it was implemented. We should note that these impacts were made not only here in North Carolina but across the United States as well.

First and foremost, we are pleased to announce that Endurance Magazine successfully met ALL of the following 2008 Race Without A Trace goals:

- Produce ALL (5) Endurance Magazine events with a carbon-neutral strategy.
- Offset carbon footprint of each participant.
- Minimize impact of packet pick-up process:
 - Utilize a Digital Goodie Bag
 - Provide course map kiosks at packet pick-up. (versus printing maps)

- Maximize use of paperless marketing strategies such as email newsletters and digital advertisements on televisions located in the facilities of sponsors, host venues, etc.
- Across-the-board messaging reminding participants not to litter on the race course.
- Provide portable toilets that use eco-friendly deodorants, solvents, and chemicals.
- Provide post-race water via large (reusable) water coolers versus individual plastic bottles.
- Recognize the eco-friendly efforts of clients, partners, sponsors, and other businesses.
- Compost leftover event food and paper cups used for water.
- Minimize the purchase of overly packaged race day refreshments.
- Provide trash cans and recycling bins at each event.
- Assign "Master Recycler" volunteer roles to those individuals responsible for sorting recyclables and maintaining a clean race site during the event.
- Implement reusable event day signage.

While the primary focus for 2008 was to "green" all 5 Endurance Magazine events, we also managed to influence the following event producers. Many of these events were kind enough to share with us various "greening" event production practices that we will in turn implement in our future event production plans. Note that of the 5 events listed below, 3 of them are well outside of the North Carolina market.

- Run for Green Half Marathon, 5k, and Fun Run
Saturday, September 20th 2008 - Davidson, NC
- WonderGirl 5k & Fun Run
Sunday, April 19th 2008 - Chapel Hill, NC
- Ham Run Half Marathon
Sunday, May 4th 2008 - Grand Marais, MN
- Wolf Trap's Run for the Arts (5k & Howl-o-Ween Fun Run)
Saturday, October 25th 2008 - Vienna, VA
- Red Rock Scramble
Sunday, October 5th 2008 – Boulder, CO

We relied on many partners to educate, inspire, and enable us to deliver "green" events this past year. Thanks to the following organizations for stepping up and supporting Race Without A Trace.

- TerraPass for providing a simple, customized, and effective means to purchase carbon offsets in order to balance out the many tons of CO2 that were emitted as participants drove to and from events, as well as packet pick-up. This year alone, we purchased 99,000 pounds of carbon offsets in an effort to offset the carbon emissions of the 2844 participants that drove to and from our events. Endurance Magazine is a proud White Badge Partner of Terra Pass, www.terrapass.com/partners.
- Orange County Waste Management, Innovative Recycling Services, Thomasville Recycling Center, and Waste Management for enabling us to recycle and compost a tremendous amount of event waste that otherwise may have ended up in a local landfill.
- SPORToften online registration for providing "green" event registration solutions. SPORToften also provided reusable sport bottles at the Carrboro Classic Endurance Sports Festival and the Tar Heel 10 Miler/Franklin 5000.
- The Spirited Cyclist for providing reusable sport bottles at the Ramblin' Rose Charlotte.
- The Bicycle Chain and the UNC Wellness Center for providing reusable sport bottles at the Ramblin' Rose Chapel Hill.
- Whole Foods Market of Chapel Hill, Whole Foods Market of Winston-Salem, Weaver Street Market in Carrboro, and the Carrboro Farmers Market for providing locally-grown, minimally-packaged, and/or organic post-race refreshments.
- Primo Water for sponsoring the Ramblin' Rose Women-Only Triathlon Tour and providing reusable 5-gallon water containers, dispensers, and pumps as well as a generous supply of individual water bottles for the volunteers. Primo is the first nationally available bottled water whose bottle is made from plants, not crude oil.

- Kale Running, Set Up Events, the Gateway YWCA in Winston-Salem, Huntersville Family Fitness and Aquatics, and the UNC Wellness Center for allowing us to borrow (not purchase) tables and tents for our sponsor villages.
- Special thanks also to the following environmentally-conscious sponsors: Clif Bar, Fleet Feet Sports, Inside Out Sports, the Chapel Hill-Carrboro YMCA, Open Eye Café, Bean Traders, REI, Nathan Sports, and Girls on the Run of the Triangle.

Finally, here are a few facts and fun statistics that demonstrate the extent to which the Race Without A Trace initiative helped Endurance Magazine minimize its environmental footprint over the past year.

- average of 4 total bags of trash per event (less than 1 bag per 100 participants)
- at least 2844 individual plastic bottles saved from landfill (assuming 1 bottle per participant)
- Thanks to the implementation of the Digital Goodie Bag concept as well as packet pick-up course map kiosks, 31,284 sheets of paper were saved from potentially ending up in a landfill. This number is a safe estimate based on 2844 event participants with each individual typically receiving 3 race course maps, 1 race info sheet, a timing chip instruction sheet, and at least 6 sponsor flyers.
- Thanks to the implementation of a Digital Goodie Bag concept, 2844 plastic goodie bags were saved from ending up in a landfill (one per participant).
- Thanks to the implementation of a Digital Goodie Bag concept, we saved sponsors \$4266, with the assumption that the traditional (plastic) goodie bag usually contains at least 6 color sponsor flyers, which cost on average \$.25 per copy.
- 2700 paper cups saved from the landfill by implementing composting measures at 3 out of 5 events (the other 2 markets didn't have strong enough composting piles)
- 7 full green carts (96 gallons per cart) of leftover event food such as orange and banana peels were composted
- 10 full blue carts of mixed recycling materials were saved from the landfill
- 2844 paper registration forms were saved from potentially ending up in a landfill thanks to SPORToften online registration

Special thanks go out to everyone in the entire endurance sports community for your positive response and whole-hearted support of the Race Without A Trace initiative. There are a multitude of obvious reasons for which we (the endurance athletes) should be motivated to carry the "green" torch. Together we can inspire our fellow citizens to join ranks and continue making our communities cleaner and healthier places to live, work, play, and race.

With a new and fresh logo already in place, we are excited to continue implementing additional environmentally-friendly event production practices in the years to come. Here's just a sampling of some of the goals that we have for Race Without A Trace in 2009.

- Influence 25 MORE events (1:5 ratio) to adopt "Race Without A Trace" best practices.
- All participant travel offset by carbon credits x 2 (carbon restorative).
- Utilize reusable race bibs.
- All equipment rented, borrowed, shared, or reused.
- Provide ability for athletes to opt out of extras (t-shirts, hats, bottles, etc.).
- All race apparel to consist of environmentally-friendly fabrics and screening inks.
- Minimize the shipping required for essential race day materials and goods.
- Provide alternative energy sources to power finish line electronics. .