



## Virginia Green Events Profile:

# FOOT LEVELERS BLUE RIDGE MARATHON

April 18, 2015 - Roanoke, VA

america's toughest road marathon™

## City of Roanoke, Virginia



"The Blue Ridge Marathon is a race that challenges runners to 26.2 miles of challenging terrain that has earned this event the designation as "Americas toughest road marathon" The race starts at the stunning Taubman museum and then travels along breathtaking scenery of the Blue Ridge Parkway.

Proceeds from this race go to support the non-profit Friends of the Blue Ridge Parkway. All food from the aid stations (bananas, oranges etc) will go to two local non-profits. Unused fruit portions will go the Mill Mountain Zoo and all food waste will be taken by

Roanoke Community Garden Association for their compost piles. RCGA creates community gardens in inner city areas."

**Green Statement:** "Large races such as the Blue Ridge Marathon promote clean and healthy living for the participants, but often generate tons of waste. No fully green event has been done in the Roanoke area before and we wanted to show others that it is possible to run a large event while keeping this beautiful environment we live in healthy and clean too."

### CORE ACTIVITIES for Green Events

**Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard, composting of food & other compostable items

**Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
- Use compostable food service items and direct this material to available composting operations in your area

- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence and forms

- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
  - Track overall solid waste costs

*Food service*

- Donate excess food from events
- Arrange for the composting of food waste and other compostables
- Avoid box lunches and serve trays/platters of food instead

*Logistics*

- Provide for recycling of boxes and other set-up wastes

- ☑ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:
  - Have a link on its website to the Virginia Green Events webpage
  - Have signs at the event registration which list all of its green activities
  - Use the Virginia Green logo on signs and on recycling containers
  - Have quantified its greening efforts and will post estimates of the reduced environmental impacts

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For more information on Blue Ridge Marathon, see [www.blueridgemarathon.com](http://www.blueridgemarathon.com) or contact Julia Bradford Boaz at [julia@roanokeoutside.com](mailto:julia@roanokeoutside.com) or 540-835-3191.

**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen) or [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

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