



Virginia Green Events



Rock 'n' Roll Half Marathon Virginia Beach, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Rock 'n' Roll Half Marathon

The Rock 'n' Roll Virginia Beach Half Marathon will take over the oceanfront on Labor Day weekend. Participants will celebrate their walk, run or relay at the AMF headliner concert Sunday night!

The Rock 'n' Roll Virginia Beach Half Marathon is committed to reducing waste and promoting behaviors that encourage the sustainability of the earth's finite resources. By conserving, reusing and recycling, we strive to minimize our environmental impact. In 2011, over 75% of the waste generated at the event was diverted from the landfill.

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
 - Aluminum cans
 - Plastic bottles
 - Cardboard

Minimize the use of disposable food service products.

- Use disposable food service items that are made from bio-based, renewable materials

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print all documents double-sided

Waste Reduction.

- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Donate excess food from events
- Provide condiments, cream and sugar, etc. in bulk
- Have a contract for environmentally-friendly, portable restrooms (www.polyportables.com/products.asp)
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

Green Signage.

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as www.cleanerandgreener.org/resources/pollutioncalculator.1 www.cleanerandgreener.org/resources/pollutioncalculator.htm)

For more information on **Rock 'n' Roll Half Marathon**, see runrocknroll.competitor.com/virginia-beach or contact Bethany Dominick at bdominick@competitorgroup.com or 858-450-6510.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



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

