



Virginia Green Events



TOYOTA OWNERS 400 NASCAR Sprint Cup Series Race Richmond, 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.

TOYOTA OWNERS 400 NASCAR Sprint Cup Series Race

Richmond International Raceway is a 1000-acre, multipurpose facility that hosts the Toyota Owners 400 Nascar Sprint race as well as several other races and 40+ individual events during the year. The Raceway hosts in excess of 50,000 fans for a typical race weekend.

For the past few years, RIR has been working to upgrade and modernize its facility and make it more sustainable. Staff has worked to make recycling part of what they do for all activities, but especially for the NASCAR races. NASCAR Green has helped to emphasize this need for continued progress and has assisted in the implementation additional green practices such as composting of food wastes, etc.

Green cleaning products, LED lighting upgrades, low-flow fixtures, no VOC paints, recycling of asphalt, motion sensors, hand dryers in restrooms, filtered water systems, VCU green team volunteer, use of e-15 fuel by NASCAR, shuttles and trolleys from central parking areas, collection of fryer grease, recycling of all used oil, batteries, antifreeze, and tires.

For more 'green' specific information : www.nascar.com/en_us/sprint-cup-series.html

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*)

- Glass bottles
- Aluminum cans
- Plastic bottles
- Paper
- Cardboard
- Composting of food & other compostable items
- Other actions taken related to recycling: all preconsumer food wastes for composting; recycling tires, oil, batteries, antifreeze

Minimize the use of disposable food service products.

- Do not use any disposable containers, dishware, cutlery, or cups **OR**
- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

Printed Materials.

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

Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- 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
- Arrange for the composting of food waste and other compostables
- Provide condiments, cream and sugar, etc. in bulk
- Avoid box lunches and service trays/platters of food instead
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment
- Other actions taken to reduce solid waste: Working with FEED MORE to rescue unused prepared food

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)
- Other actions taken related to green signage: recycling bags provided in campgrounds and parking areas; volunteers



For more information on **TOYOTA OWNERS 400 NASCAR Sprint Cup Series Race**, see www.rir.com/Ticket-Info/Event-Calendar/Events/April-25-2015.aspx or contact Aimee Turner at aturner@rir.com or 804-228-7645.

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.

