



Mountain Masochist 50 Mile Trail Run

James River Visitor Center on Blue Ridge Parkway
West of Lynchburg, Virginia
November 5, 2011



"Started in 1983 the Mountain Masochist Trail Run has earned its reputation for being one of the "best trail races in the east." The course itself is a challenging combination of roads, jeep trails, and single track that can cause even the most experienced runner to breathe a sigh of relief at the finish line in Montobello, VA. Ample aid stations and tried and true organization makes the race a perfect first 50 milers. The MMTR is event #5 in the Beast Series."

Green Statement: "We have been practicing green techniques for several years now and are constantly looking for new ways to decrease our ecological footprint while increasing the enjoyment of the event!"

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:

- Plastic bottles, paper, cardboard

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 disposable foodservice items that are recyclable (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
- Purchase/use paper products with 30% or higher recycled-content

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:

Food service

- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead

Restrooms

- Have a contract for environmentally-friendly, portable restrooms

Logistics

- 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

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

Other Sustainability Actions.

- As the promoter of trail running events, we educate our runners on minimal impact running in the forest, use online registration instead of paper, use organic cotton race tees, avoid non-recyclable products, and partner with Patagonia, a leader in environmentally-sensitive business practices.

For more information on Mountain Masochist 50 Mile Trail Run, see www.eco-xports.com or contact Dr. Clark Zealand at czealand@eco-xsports.com or 434-846-2333.

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 or 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.

