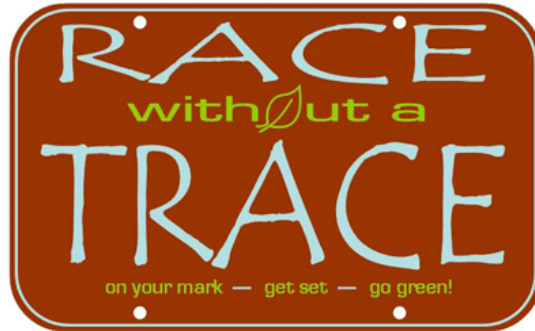


RACE WITHOUT A TRACE
“on your mark, get set, go green!”

Presenter: Thys Wind, Director of Events, Endurance Magazine



What is Race Without A Trace?

Initiative that will serve as a basis for all events (including our own) to empower and enable our collective communities to embrace positive change in our attitudes toward environmental sustainability.

Our approach to making an impact with Race Without A Trace:

Influencing, inspiring, and dialoguing with other events. 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.

What we are NOT:

a watch dog or certifying organization

Official launch events:

2008 Carrboro Classic Endurance Sports Festival and 2008 Tar Heel 10 Miler

Additional benefits:

- Host communities and municipalities welcome it. Improves likelihood of approval. Example: Carrboro, NC
- Added appeal for potential sponsors
- Green events are seen as progressive and unique. With so many events to choose from, Race Without A Trace events stand out from the crowd.
- Significant cost savings: goodie bag papers, promotional posters, paper registration forms, etc.

3-Year Roadmap:

2008

- Produce ALL (5) Endurance Magazine events with a carbon-neutral strategy.

- Offset carbon footprint of each participant. Through our Terra Pass partnership we offer our event participants the ability to offset their individual carbon footprint by purchasing \$3.00 carbon offsets.
- 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. PA announcements.
- 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.

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.
- Announce remaining 2009 initiatives by 12/1/08.

2010

- Influence 125 MORE events (1:5 ratio) to adopt “Race without a Trace” best practices.
- Produce carbon-negative events.
- Announce remaining 2010 initiatives by 12/1/09.

Events that have adopted Race Without A Trace to date:

- Run for Green Half Marathon, 5k, and Fun Run: 9/20/08 - Davidson, NC
- WonderGirl 5k & Fun Run: 4/19/08- Chapel Hill, NC

- Ham Run Half Marathon: 5/4/08 - Grand Marais, MN
- Wolf Trap's Run for the Arts (5k & Howl-o-Ween Fun Run): 10/25/08 - Vienna, VA

Other influential “green” event organizations:

- Council for Responsible Sport:
- A Fit Planet

Partnerships and Sponsorships available:

By supporting Race Without A Trace, we will have a greater ability to inspire and reach out to other regional and national events. Partners and sponsors to date include Terra Pass, Clif Bar, Orange County Waste Management, Innovative Recycling Services, Waste Management, and Primo Water.

Contact Race Without A Trace:

email: green@endurancemag.com

phone: Thys Wind at 919-321-6680