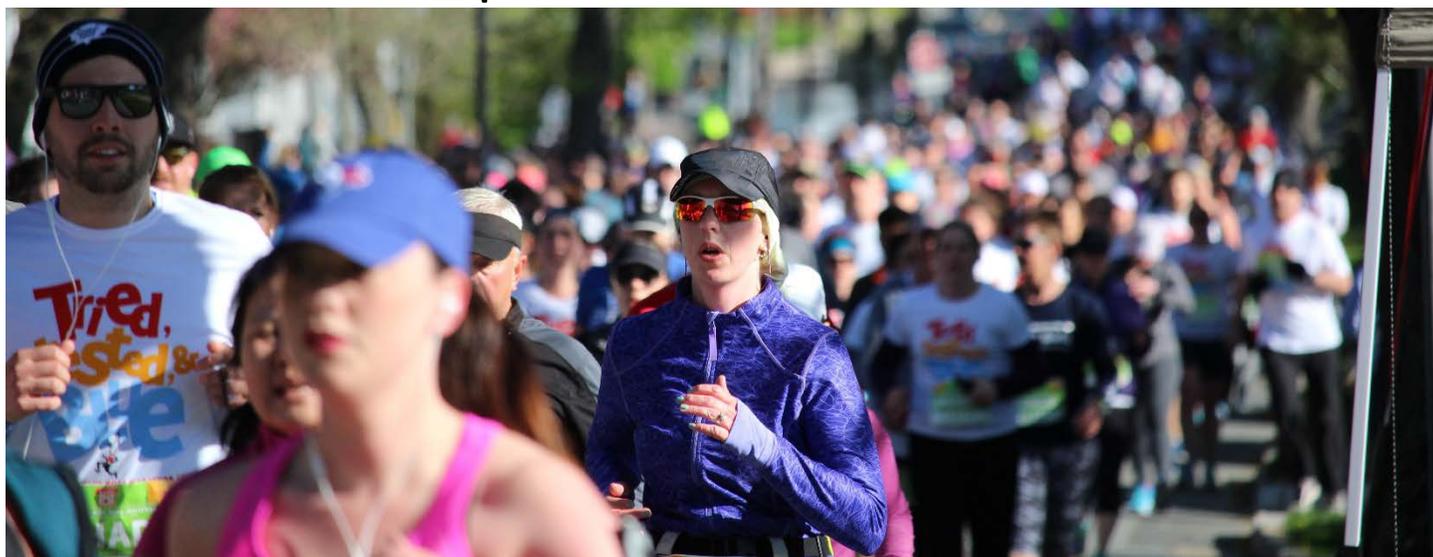


Scotiabank Blue Nose Marathon Named 2018 Sustainable Sport Event of the Year



(Halifax, NS) – The Scotiabank Blue Nose Marathon was named the 2018 Sustainable Sport Event of the Year today, March 8, at the 12th annual Canadian Sport Tourism Association (CSTA) Prestige Awards in Halifax.

The CSTA Sustainable Sport Event of the Year award recognizes the outstanding achievements or contributions by individuals, companies or organizations that have helped advance sustainable and environmental stewardship within a Canadian Sport Event. The Scotiabank Blue Nose Marathon has made a significant effort, over the last 14 years, to lower their carbon footprint, lessen their impact on the environment and promote sustainability year-round. Some of their sustainability initiatives include:

- 1- **Bottle free in 2017** – all water used on course was sourced from Halifax Water hydrants located throughout the city. No water bottles! This represents over 100,000 cups of water on race weekend.
- 2- **Halifax transit-** to reduce carbon emissions and to encourage the use of transit on race weekend to 13,000 participants and 1,400 volunteers the event worked with Halifax transit to offer free transit services.
- 3- **The Gambia:** To reduce their carbon footprint, the event works with the Nova Scotia Gambia Association and Aerobics First to send leftover shirts and medals to the Gambia where they are used as prizes for peace runs and other initiatives.
- 4- **Shoe mountain** – the event collects used running sneakers on race weekend, keeping shoes out of landfills, which are then donated to charities who put them on the feet of those in need.
- 5- **Prize:** In 2017, the Blue Nose Marathon enthusiastically embarked on a project to provide top finishers with a unique gift. Working with the Windbag company of Nova Scotia, they created a special one-of-a-kind bag that was produced from reclaimed material from past event banners, diverting them from the landfill.
- 6- **Re-used signage:** The event re-uses signage year over year to reduce the amount of printed material on site on race weekend. Signs that are no longer relevant are used as stacking boards at water stations on race weekend.
- 7- **Leftovers & Left-behinds:** Like most events, despite their best efforts, there is usually overstock of food and drinks at the end. Rather than letting it go to waste, the event works with Souls Harbour Rescue Mission to ensure they stay out of landfills and go into the hearts and hands of homeless people in Nova Scotia. Any unclaimed items found along the race course are also donated to Souls Harbour who ensure they are put to good use.
- 8- **Bicycle Valet:** On race weekend, a "Bicycle Valet" is offered to participants and volunteers which provides secure bicycle parking if you chose to bike to the event.
- 9- **Reduce paper use:** internally, the event organizers have switched to an online sharing platform for ease of sharing files. Very little work is done on paper.

- 10- **Idle free:** The lead car and sweeper car on race weekend are electric hybrid cars, generously donated by a sponsor. The event also uses electric hybrid trucks (approx. 15) for freight delivery to various water stations on the course.
- 11- **Reduce waste:** additional four stream waste receptacles were added to the pre- and post-race venue and Active Living Expo to ensure compostable items and recyclables are separated from garbage. Also of note, the finisher medals (13,000) usually come individually wrapped in plastic, in 2017 the medals did not come wrapped.

“We are very proud to be recognized as the 2018 Sustainable Sport Event of the Year,” said Sherri Robbins, Executive Director of the Scotiabank Blue Nose Marathon. “We recognize the impact that an event like the Scotiabank Blue Nose Marathon can have on the environment and are constantly striving to find solutions and partners that allow us to lessen that impact.”

The 15th annual Scotiabank Blue Nose Marathon will take place on May 18-20, 2018. For more information about the event or to register, please visit www.bluenosemarathon.com

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About Scotiabank Blue Nose Marathon

Known as ‘the people’s marathon’, the Scotiabank Blue Nose Marathon welcomes all ages, abilities and fitness levels to the start line. With the help of more than 1,400 volunteers, the event hosts seven fitness events (Lifemark 5KM, GoodLife FITNESS 10KM, BOYNECLARKE LLP 15KM, Blue Nose Half Marathon, Scotiabank Full Marathon, Killam Marathon Team Relay and the Doctors Nova Scotia Youth Run-2KM and 4KM), and the largest Active Living Expo in Atlantic Canada. Through the Scotiabank Charity Challenge, over 73 local charities raise more than half a million dollars annually. The event takes place annually during the Victoria Day weekend (May 18-20,2018) in Halifax and expects to welcome 13,000 participants in 2018.

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