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Emera Blue Nose Marathon achieves new milestone in sustainability excellence

Halifax, N.S. – (Sept. 3, 2024) – The Emera Blue Nose Marathon has reached a new pinnacle in sustainability by achieving the Evergreen Level Responsible Sport Certification from the Council for Responsible Sport, the highest level of recognition within the world's leading responsible sport certification program. This milestone makes the Blue Nose Marathon the second sporting event in Canada to earn this elite status.

Building upon last year's Gold certification, the 2024 Evergreen status signifies the Blue Nose Marathon's unwavering commitment to sustainable practices that address social, economic and environmental impacts. To achieve this level of recognition, the event earned an impressive 55 credits out of the 61 possible best practices.

"Sherri and the Blue Nose team were exceptionally innovative in their unwavering dedication to achieving Evergreen certification," said Jen Cerullo, Verifier with the Council for Responsible Sport. "Their ability to build creative partnerships and implement unique charitable programs significantly contributed to their continued success from 2023. Their commitment extends beyond mere compliance; they are deeply invested in supporting community initiatives, diverting waste, and exploring clean energy alternatives to minimize the environmental footprint of the Blue Nose Marathon. Their efforts have set a remarkable standard for sustainability and community engagement for all events and inspired other to follow suit."

New sustainability initiatives for 2024 include:

- Simons Green Bib, an option in registration that allows participants to forgo event swag, and instead a portion of their fees were donated to Coastal Action.
- Introducing re-usable silicone cups at the Kenny Street water station.
- Utilizing emission-free portable electric generators from Star Power Atlantic to power the Emera Oval site and on-course entertainment.
- Reserving bib number 321 in all races for neurodivergent participants, as this number symbolizes the triplication of the 21st chromosome, which is used to promote awareness, acceptance and inclusion for individuals with Down syndrome.

Some of Blue Nose Marathon's ongoing sustainability efforts include:

- Partnering with 61 charities as part of the Giv'er Charity Challenge program to collectively raise more than $222,000 for the community.
- Making every effort to purchase local products and services to minimize the event's carbon footprint and support the community.
- Expanding the Local Doctors Nova Scotia Youth Runs to seven communities across Nova Scotia, reducing barriers to race participation, such as travel distance.
- Diverting 82% of waste from landfills, including food, clothing, medals, recyclable supplies and signage.
- Eliminating bottles and installing flow metres on Halifax Water hydrants to record water consumption and management.
- Measuring the carbon footprint of event operations, participant and volunteer travel, vendor emissions and electricity.
- Offering complementary Halifax Transit services to volunteers and participants on race weekend, as well as a Bike Valet with the help of the Halifax Cycling Coalition.
- Translating promotional materials and resources to French to better communicate with French Nova Scotians.
- Adjusting communications to be more gender inclusive (e.g., straight fit versus male shirt).
- Providing 400 race entries to equity-seeking groups and local youth through partnerships with Emera Inc. and Atlantic Chip Sport Timing.
- Enhancing training support programs to ensure community members have access to fitness resources well in advance of race day.

"Receiving Evergreen certification from the Council for Responsible Sport is a tremendous honour," said Sherri Robbins, Executive Director of the Emera Blue Nose Marathon. "This recognition reflects the hard work and dedication of everyone involved—our staff, volunteers, sponsors, partners and participants. We are proud to lead the way in sustainable practices for Canadian sporting events and will continue to innovate, hoping to inspire others to do the same."

For more information on the Emera Blue Nose Marathon, including the 2024 Sustainability Report, please visit bluenosemarathon.com.

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About the Blue Nose Marathon

The Emera Blue Nose Marathon, known as ‘the people’s marathon’, is the signature event of Blue Nose. This event welcomes all ages, abilities and fitness levels, traditionally occurring annually on Victoria Day weekend. Blue Nose Marathon is a community-based and volunteer-driven organization that owns and operates running and walking events across Nova Scotia, including the Valley Harvest Marathon, Not Since Moses, Night Owl 5KM and Beat Beethoven.

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