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Waddell & Reed KC Marathon continues to reduce their carbon footprint

KANSAS CITY, MO (June 15, 2015) – In 2014, the Waddell & Reed Kansas City Marathon with Ivy Funds filed for certification with the Council for Responsible Sport and was certified a Gold Level green event. Only 20 events in the world have received gold level certification their first year filing since the Council for Responsible Sport was founded in 2008. Of those 20, only 13 were marathons and half marathons.

“Our staff and volunteers work hard to reduce our environmental footprint,” said Sarah Dee, Director of Events. “We are so proud that the Waddell & Reed KC Marathon has been a zero-waste event the past two years.”

In 2014, the Waddell & Reed Kansas City Marathon with Ivy Funds collected over 10,445 pounds of waste. From that, 10,265 pounds were either recycled or composted. This makes the diversion rate from the landfill 98.27%, classifying it as a zero waste event. There were 132 pounds of heat sheets recycled, and over 245 pounds of discarded clothing and 4,468 pounds of food donated to a local homeless shelter.

In addition to the diversion rate, one hundred percent of volunteers registered online and 98% of race participation registration was conducted online. Vinyl event banners from over the years were sent to Relan in Minneapolis who turned them into Grab and Go bags. Relan’s mission is committed to having a significant impact on sustainability for the next generation. All 16 aid stations utilized fire hydrants for their water source instead of using gallon jugs of water, 100% recyclable race bibs were used and Ultramax Sports used the Print-on-Demand technology to cut down on apparel overage.

One group, in particular, has worked diligently for several years toward helping attain the certification for a green race. The Fires of the Forest Camp Fire Family Group (of the Heartland Council), a group of boys and girls ages 7-17 and their parents, focuses their efforts on reducing the tons of waste from racers, spectators, and volunteers at the site. Each year, they don their work gloves and dig through all waste from the event, sorting compost, recycling, and trash. They photograph the end result each year to see how small the trash pile is and how large the compost and recycling piles are. The group takes pride in knowing they are making a positive environmental impact by volunteering each year.

“At the Council, we are continually impressed by the Kansas City Sports Commission for its commitment to hosting more sustainable events that are accessible, inclusive, showcase great partnerships, and educate participants and spectators about how to be more environmentally conscious,” said Shelley Villalobos, Certification Director.

The Greater Kansas City Sports Commission & Foundation is proud to partner with Missouri Organic Recycling as we work towards reducing our carbon footprint. Because of this partnership, the Waddell & Reed Kansas City Marathon with Ivy Funds has been a zero-waste event in 2013 and 2014.

The green efforts of the Greater Kansas City Sports Commission & Foundation is led by a team of volunteer committee members. Onsite, the Waddell & Reed Kansas City Marathon utilizes the help of 125 volunteers to this specific area. The host hotels, Sheraton Crown Center and Westin Crown Center, are both certified green by the MHLA.

About Council for Responsible Sport

The mission of the Council for Responsible Sport is to provide objective, independent verification of the socially and environmentally responsible work event organizers are doing, and to actively support event organizers who strive to make a difference in their communities. The Council for Responsible Sport is an Oregon-based 501(c)(3) nonprofit organization. For more information about Council for Responsible Sport visit their website at <http://www.councilforresponsiblesport.org/>.

About The Greater Kansas City Sports Commission and Foundation

The Greater Kansas City Sports Commission & Foundation benefits the Kansas City region through sports by creating, attracting and managing major sporting events for Kansas City. And, promote the lifetime benefits of sports for youth through educational initiatives, tournaments and clinics.

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