



FOR IMMEDIATE RELEASE

Contact: Marla Hanover
Communications & Social Media Manager
816.389.4188

Waddell & Reed Kansas City Marathon with Ivy Funds celebrates another successful race event

KANSAS CITY, MO (October 30, 2014) – The Kansas City Sports Commission (KCSC) welcomed 8,780 marathon, half marathon, team relay and 5K participants for the Waddell & Reed Kansas City Marathon with Ivy Funds on Saturday, October 18. Out of the total registered participants, 58.5% were female, 41.5% were male and 62% were from the Greater Kansas City community. The average age for both males and females was 30-34. Forty-eight states and 10 countries were represented.

Runners experienced the sights and sounds of Kansas City as the course wound through major districts including Downtown, Power & Light, Crossroads, Freight House, Midtown, Westport, Plaza, Loose Park, Waldo, Brookside and 18th & Vine.

“It’s such a great way to show off all the wonderful areas of our city and the out-of-town participants enjoy seeing all the different districts,” said Sarah Dee, Director of Events.

Upon completion of the race, participants headed to the celebration at the Finish Line Festival presented by BNY Mellon. Participants enjoyed live music, a free barbecue sandwich and a beer for those 21 & older.

This year’s race was a 98% zero-waste event and with partnering with the Missouri Organic Recycling, the KCSC continues to reduce its carbon footprint. At the Kansas City Marathon, the Camp Fire group separated all the waste into recycle, compost and trash piles.

“Each year we work hard to make the Kansas City Marathon a green event,” said Sarah Dee, Director of Events. “We are so proud this year that the marathon was a 98% zero-waste event. Thanks to Missouri Organic for their expertise, resources and staff who made these efforts possible. The volunteers are to be commended for their hard work and commitment as well.”

The Waddell & Reed Kansas City Marathon with Ivy Funds collected over 10,000 pounds of waste, which included heat sheets, recycling material, compostable products and 210 pounds of discarded clothing. All discarded clothing was donated to a local shelter.

The green efforts of the Kansas City Sports Commission is led by a team of volunteer committee members. Onsite, the Waddell & Reed Kansas City Marathon with Ivy Funds had 125 volunteers on the green team.

About Missouri Organic Recycling

Missouri Organic Recycling is a small family-owned and operated business that was founded in 1992 by the Anderson family. They divert thousands of cubic yards of local green waste from landfills and illegal dumping every year. They are the only permitted facility in the Kansas City Metropolitan region that can legally accept and process pre and post consumer food waste. Missouri Organic’s Special Events program is made possible with the grant support from the Mid-America Regional Council (MARC) Solid Waste Management District (SWMD).

About The Kansas City Sports Commission and Foundation

The 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.

###