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WIN for KC Triathlon achieves Gold Level Certification

KANSAS CITY, MO (November 3, 2014) – The WIN for KC 2014 Women’s Triathlon is now one of only three events in the world to receive Gold Level Certification for its environmental efforts from the Council for Responsible Sport in 2014.

The race earned 45 of the 46 certification credits applied for. The WIN for KC Triathlon is currently the only Council for Responsible Sport certified event in Kansas or Missouri.

“I am so proud of our entire Green Team committee and volunteers for their commitment to a socially and environmentally responsible event,” said Lisa Diven, the Director of WIN for KC. “They really stepped it up this year developing new, innovative ways to minimize our environmental footprint and maximize the positive impact our event has on the community.”

This all-female event reached a Gold Level Certification by continually working on ways to minimize the event’s carbon footprint throughout the year. This included conducting a paperless registration for all participants and volunteers through an online registration system, using recyclable materials for things like race bibs, collecting new or gently used shoes to donate to Soles4Souls, encouraging participants and spectators to carpool, and offering the opportunity for participants to opt out of receiving a race T-shirt or medal. The day of the race, there was 420 lbs. of waste collected on site, 405 lbs. of it was composted or recycled making diversion from landfill at 96.4%. Left over race food including 480 bagels, six boxes of oranges and six boxes of bananas was donated to a local food bank.

“The WIN for KC event has shown a sustained commitment to not only maintaining, but building upon its efforts to increase positive social impacts and reduce its environmental impacts. The event should be regarded as a leading example in the industry of how hosting a truly responsible event is done,” said Shelley Villalobos, certification director for the Council for Responsible Sport. “This most recent successful recertification effort, in which organizers worked tirelessly to implement initiatives that would warrant gold level certification, is proof that the Kansas City Sports Commission and Foundation walks its talk.”

WIN for KC was certified at the Silver Level for two cycles of certification and in 2011 WIN was only one of 34 races and one of only six triathlons in the United States to achieve this designation.

About WIN for KC

The Women’s Intersport Network for Kansas City (WIN for KC) was established in 1994 with the mission to empower girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN is a volunteer, membership-driven organization that operates as a program under the umbrella of the Kansas City Sports Commission and Foundation. For more information, visit www.WINforKC.org.

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.

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