



FOR IMMEDIATE RELEASE

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Kansas City Sports Commission and WIN for KC are committed to environmentally friendly practices

KANSAS CITY, MO (May 27, 2014) – The 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 and the WIN for KC Women’s Triathlon were zero-waste events in 2013.

“Each year we work hard to make our events as green as possible,” said Sarah Dee, Director of Events. “We are so proud that the WIN Triathlon and the Waddell & Reed KC Marathon were zero-waste events in 2013.”

This year, the Kansas City Sports Commission is working towards certification through the Council for Responsible Sport for the WIN for KC Triathlon and the KC Marathon. This process allows us to be one step closer to making these events earth-friendly. Certification shows our community that our organization is dedicated to the green cause.

In 2013, the Waddell & Reed Kansas City Marathon with Ivy Funds collected over 5,400 pounds of waste, which included heat sheets, recycling material, compostable products and 280 pounds of discarded clothing. All discarded clothing was donated to a local shelter.

Also in 2013, the WIN for KC Women’s Triathlon, held at Smithville Lake, collected over 320 pounds of waste, which included 190 pounds of compost, 110 pounds of recycling and 20 pounds of trash. The triathlon utilized compostable cups, plates, silverware and was a paperless registration event.

“The success of these two events are due in large part to the numerous volunteers and committee members who value our green efforts. 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,” added Dee.

The green teams for both events consider the environmental impact in every decision and they make sure protocol is followed with regards to the commitment of the green initiative. Another major goal will be educating everyone on the positive impact they can have on the environment as part of the races. This includes the planners, vendors, participants and spectators.

The green efforts of the Kansas City Sports Commission and WIN for KC are led by a team of volunteer committee members. Onsite, the WIN for KC Women’s Triathlon will again utilize 22 volunteers for the green effort and the Waddell & Reed Kansas City Marathon will have 125 volunteers to this specific area. The WIN for KC Triathlon will be Saturday, July 26 at Smithville Lake and the Waddell & Reed KC Marathon with Ivy Funds starts/finishes in the Crown Center area on Saturday, October 18.

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.

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 division under the umbrella of the Kansas City Sports Commission and Foundation.

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