

For Immediate Release

**Athletes for a Fit Planet and Council for Responsible
Sport announce Partnership**

*Leading environmental consulting firm and standards body formalize relationship
to promote sustainability standard*

Boston MA and Portland OR (January 25, 2010) – Athletes for a Fit Planet LLC (FitPlanet) and the Council for Responsible Sport (CRS), two leaders in the movement to encourage sporting events to adopt sustainable practices, have partnered to create a process for event organizers to work toward certification to the CRS standard by using the FitPlanet Pledge of Sustainability as a benchmarking tool.

FitPlanet's Pledge of Sustainability offers event organizers the opportunity to take the first step in their commitment to produce sustainable events by implementing a minimum of 9 out of a possible 27 eco-practices. By taking the Pledge, the event displays the Pledge of Sustainability logo, is listed in the FitPlanet Green Events Directory, and the event organizer gains access to the password-protected FitPlanet Resource Center that includes a 'how-to' guide, a business directory of green product and service providers, and a 60-minute FitPlanet webcast for greening events produced by Active Network, a FitPlanet partner on the Pledge of Sustainability.

"In cooperation with CRS, we have aligned the Pledge eco-practices with the CRS credits to provide a clear roadmap for event organizers to use as they implement environmentally responsible practices at their events," said Bruce Rayner, chief green officer of FitPlanet. "They can start modestly with the Pledge and seamlessly work toward CRS certification," he added.

"Fit Planet has had a great deal of success in supporting event organizers in their pursuit of attaining CRS Certification," said Marisa McGilliard, Executive Director of CRS. "Most recently, the Marine Corps Marathon (MCM) earned CRS Silver Certification. This included achieving over a thirty-two percent reduction in waste to landfill in just one years' time under Fit Planet's direction. To put this percentage into context, the standard decrease in waste to landfill year over year for most events is ten percent."

From running to snowboarding, cycling to lacrosse, the Council believes that athletes, spectators, and event directors have the opportunity to encourage sports to adopt standards of environmental and social responsibility. The CRS certification standard is the recognized *de facto* standard for mass participation sporting events in North America. Modeled on the US Green Building Council's LEED green building certification system, CRS certification is a rigorous process requiring events to earn a minimum of 22 out of a possible 41 credits. To date, 19 events have earned the right to display the prestigious CRS emblem including the Austin Marathon,



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



Council For Responsible Sport

Baltimore Running Festival, Los Angeles Marathon, Marine Corps Marathon and the Birmingham Half Marathon in England.

ABOUT ATHLETES FOR A FIT PLANET:

Athletes for a Fit Planet is a leading provider of environmental services to organizers of athletic events, including running, multi-sport, cycling and walking events. Fit Planet's Pledge of Sustainability and Green Events Directory provide a cost-effective way for event organizers to communicate their green practices to athletes, and for athletes to make informed decisions about the events they participate in. The company also offers environmentally-responsible companies creative marketing solutions for reaching the athlete community.

ABOUT THE COUNCIL FOR RESPONSIBLE SPORT

The Council for Responsible Sport ("CRS") is a non-profit organization based in Portland, Oregon, with a mission to establish a new standard in sport. One program of CRS is administering a sustainability certification for mass participation sporting events. The CRS Certification defines a set of credits that empower directors and organizers with a comprehensive framework to incorporate standards of environmental and social responsibility into their event while informing athletes and participants which sports adhere to those standards. Additionally, CRS works in collaboration with a number of partner organizations in creating sustainability plans for individual teams, sports associations, and entire leagues.

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Weblinks

www.afitplanet.com

www.resport.org

Media Contacts

FitPlanet Contact: Bruce Rayner, 508-429-0976 or bruce@afitplanet.com

CRS Contact: Marisa McGilliard: 503-863-6892 or marisa@resport.com