

**2015 3M Half Marathon in Austin, Texas earns Silver Level Certification
from the Council for Responsible Sport**

Eugene, OR—September 1, 2015—The 3M Half Marathon, an event that hosted 6,500 athletes on January 25, 2015 in Austin, Texas, has achieved Silver Level Certification from the Council for Responsible Sport. The event was produced by Conley Sports Productions. Organizers earned credit on 37 of the best practice standards offered in the Council’s certification program for social and environmental responsibility at sporting events.



Certification was achieved by complying with standards across five categories: planning and communications, procurement, resource management, access and equity and community legacy.

“This recognition is so exciting, both personally and professionally,” said Gayle Schueller, vice president of Global Sustainability at 3M. “I’ve enjoyed running the 3M Half Marathon with friends and colleagues for more than 10 years, and am thrilled to see how Conley Sports and 3M work together to continue to make the race more sustainable every year. My sincere thanks for the hard work that goes into this race each year, and to the Center for Responsible Sport for recognizing the importance of sustainability in events like this one.”

The event diverted 75 percent of generated waste material from the landfill through a robust waste management system that included support from a ‘green team’ of volunteers. Organizers worked at finding ways to reduce waste and creatively re-use materials instead of purchasing new. Expectations and values around waste reduction were communicated before the event with vendors and suppliers.

Social aspects of the event also garnered credit towards certification. A VIP hospitality tent was provided for free to military service members who ran the event as a function of 3M’s Military Support Network. Girlstart, a non-profit organization that provides a year-round, intensive suite of Science, Technology, Engineering and Math (STEM) education programs for K-12 girls, was named the 2015 event beneficiary and received a \$50,000 donation from 3M to support its programs.

“The Council is impressed by the level of collaboration and partnership between Conley Sports and 3M, both of which have great sustainability programs and values. This certification showcases both organizations’ commitment to hosting a responsible event that aligned with those values,” said Shelley Villalobos, certification director for the Council for Responsible Sport.



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About the 3M Half Marathon:

For more than 20 years, the 3M Half Marathon in Austin, Texas, has provided runners with a traditionally downhill, fast course through northern and central Austin. Ranked as one of the best Half Marathons in the United States by Runner's World Magazine in 2014, the 3M Half Marathon boasts the fastest course in North America along some of the most scenic roads in Texas. Benefitting Girlstart, the 2016 event takes place on Sunday, Jan. 24, 2016. For more information on the event, visit 3mhalfmarathon.com or facebook.com/3mhalfmarathon.

About the Council for Responsible Sport:

The Council's vision is a world where responsibly produced sports events are the norm and its mission 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 current version of the Council's Certification standards (v.4.2) was developed by an outside working group of both sustainability and sport industry experts, reviewed by a wide range of stakeholders throughout 2013 and implemented in January 2014. www.CouncilforResponsibleSport.org