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BEACHES GO GREEN COHOSTS BEACHES' FIRST GREEN RACE

JACKSONVILLE BEACH, FL, January 29, 2020 — On Saturday, January 25, 2020 Beaches Go Green partnered with 1st Place Sports and JTC Running to host the first Go Green Winter Beach Run in Jacksonville Beach, FL.

The Go Green WBR was Jax Beach's first eco-conscious event held that focused on reducing the overall footprint left by the event. The goal of this race was to "conserve resources and sending as little as possible to the landfill, while providing an exceptional experience for all – runners, volunteers, and spectators." From the items presented to the runners, to the products offered by vendors, all decisions were reviewed for overall waste produced and sustainability.

The Go Green WBR made significant changes to this race by eliminating the following: single-use plastic water bottles, single-use plastic goodie bags, paper entry forms, and paper results. Additional efforts consisted of providing aluminum water bottles with race logo to all finishers instead of medals, providing reusable goodie bags, and providing recycling and compost bins at the event to reduce waste.

With the combined efforts of the hosts, participants, spectators, volunteers, and vendors, the race produced a total of 3 bags of recycling, 1 bag of compost, and only 1 bag of garbage. The uneaten food and left behind clothing were donated to a local homeless shelter and the compost was taken to a residential backyard compost bin

Overall the race was a success and Beaches Go Green hopes that future event hosts can learn from the green initiatives set in place at the Go Green Winter Beach Run to reduce their event's footprint.