

2009 Sustainability Initiatives:

INITIATIVE #1: PLAQUES

A butterfly garden has been created in recognition of the 2009 Marathon and Half-Marathon winners! Rather than consume precious natural resources to produce the traditional wooden plaques for the winners of the various age groups, we have the opportunity to instead give back by creating a Kiawah Conservancy-Certified butterfly garden on the island in Night Heron Park. Using soil that was produced from compost collected during the 2008 Race, a vibrant garden will bloom and provide hundreds of butterflies with food and thousands of visitors with smiles. In late winter, a plaque will be nestled among the plants celebrating the accomplishments of our 2009 Race winners. Our hope is that runners will forever feel connected to our island and proud of the valuable habitat that they have helped to create.

The traditional Post-Race Parties and Awards Ceremonies are still in place. Overall winners for both races will be recognized and receive our traditional Proud Pelican. The top finishers from each age group will also be recognized and presented with a certificate. Each of our 2009 winners should be proud to have helped create an enjoyable garden where butterflies can stop and do some “carbo-loading” of their own before continuing their journey.

INITIATIVE #2: MARATHON MEDALS

Our spirit of sustainability is going strong all the way to the Finish Line and beyond! This year, finishers of the Kiawah Island Full & Half Marathons will be congratulated responsibly with glass medals instead of conventional metal medals. These gorgeous medals are proudly crafted from 100% recycled glass that has been crushed, washed, melted and molded. The best part is that after you're done wearing your medal, these keepsakes will be easy to re-purpose. The simple beauty of glass is perfect to use as an ornament, sun-catcher, or garden decoration that will remind you of your victory on Kiawah every time you see it!



Finding new ways to make useful treasures from trash is crucial to reducing landfill waste around the globe. Alternative materials can be used to reinvent almost any customary item, race medals are a perfect example. In addition to being a smarter choice for the environment, in many cases, it also results in improved style. Our race medals are coming from the Aurora Glass Foundry -- a resourceful organization in Oregon dedicated to re-purposing old windows and other waste glass to keep it out of their landfills. In addition, all of their profits are returned to various charitable endeavors in their community.

INITIATIVE #3: SUPPORTING OUR TROOPS FROM THE *GROUNDS* UP!



The 32nd Kiawah Island Golf Resort Marathon is proud to announce a 2009 Race Partnership! The Resort will host 75 troops of the 17th Airlift Squadron, Charleston AFB. The troops will have the opportunity to train and compete in their own desert edition of the Kiawah Island Half & Full Marathon Races!

The overseas edition of our race will be held on the same day as the Kiawah race, December 12, 2009. All troops scheduled to run will receive an official race t-shirt, a race bib and a finishers medal. We are proud of our troops and appreciate the sacrifices that these men and women make every day for their country. We wish them all the best in their race training and hope that the Kiawah Marathon provides a welcome distraction.

In support of the 17th Airlift Squadron, we are enacting an Appreciation Initiative! When asked what they are most in need of, our local troops requested a supply of good coffee. So, this year we excited to host "Supporting our Troops from the *GROUNDS* up! Coffee Drive.

On race weekend inside the East Beach Conference Center there will be a donation table. We invite all of our wonderful runners and fans to bring a bag of their favorite coffee to send our troops. All beans are welcome, whole or ground, light or dark! After the race, organizers will box and ship all the yummy coffee beans straight to the troops in time for the holidays.

Bibs and marathon medal were sent overseas to the 17th Airlift Squadron. Special thanks to our friends at Charleston Coffee Roasters who also sent along 20 pounds of their incredible coffee.



INITIATIVE #4: RUNNER AND VOLUNTEER SHIRTS

When it comes to environmental pollution, one of the most overlooked offenders is the textile industry. In order to manufacture the conventional fabrics used to cover objects and people, massive quantities of chemicals and water are used and then disposed of as wastewater. The result is fabrics that leave a huge carbon footprint and are non-biodegradable. The good news is, there are now a variety of alternative fabrics consumers can opt for...from bamboo sheets to organic cotton socks and hemp sweatshirts, there is a smarter choice for everyone.



This year, our runners and volunteers will be looking good while looking out for the environment! The official 2009 shirts are super-soft 100% organic cotton.

INITIATIVE #5: WARM HEART COAT DRIVE

This year, Kiawah Island Golf Resort is teaming up with the One Warm Coat organization to help make a difference in our community. By helping to organize local coat drives, One Warm Coat is a national non-profit that helps make sure anyone who needs a coat has one. We are excited to participate in their third annual Warm Coats, Warm Hearts Coat Drive, sponsored by ABC's Good Morning America and Burlington Coat Factory.



We're asking all of our runners and fans to look around their homes for any extra or unwanted outerwear to bring to the race. Your donated coats will be distributed to people in need through local Crisis Ministries operations and shelters. Coat drop-off stations will be set up at the Post-Race Bash at the Sanctuary. For every coat donated, guests will receive two free beer tickets (max four tickets per person). All coats that could be keeping someone warm rather than taking up closet space are welcome!

INITIATIVE #6: TOO WORN TO BE RE-WORN

Without a doubt, our 2008 used-shoe drive was a major success! Our runners and fans brought in a total of 2,924 shoes to either be recycled with Nike's Re-Use A Shoe program or redistributed through the Soles 4 Souls organization. That is A LOT of shoes. Thanks again to everyone who participated!

Since last year's response was so positive, the shoe recycling program has been reinstated for the 32nd Anniversary of the Kiawah Island Golf Resort Marathon! This year, we are once again accepting shoe donations at the race venue; however, we are only accepting athletic shoes that are too worn to be re-worn. That's right, we only want the shoes with the most miles on them, your most filthy pairs, the ones with the soles peeling off! All shoes collected will be donated to Nike's Re-Use A Shoe program, a fantastic operation that grinds down old athletic shoes into a rubber material used to make new sport surfaces such as tracks, basketball courts and more.

While sifting through your old sneakers, should you come across a gently worn pair that you no longer have use for, but still have some miles left in them, please donate them to an outreach program or shelter in your local community. Instead of becoming trash, your shoes can be re-worn and make a difference in the life of someone less fortunate.

INITIATIVE #7: REUSABLE BAGS

For three years now we've given bags the boot! Besides fouling our public spaces with unsightly debris, plastic bags easily find their way into the marine environment, killing animals that mistake them for food or become entangled in them. Plastic bags don't biodegrade, they photo degrade, meaning the bags break down into smaller and smaller pieces of plastic in sunlight, but never go away. These tiny pieces of plastic are eaten by zooplankton and move up the food chain, potentially presenting health risks for humans. Not to mention, sea turtles often confuse floating bags for jellyfish, causing serious health issues and even death. Because all packet information is emailed to the runners, there's little to carry once you check-in for the race. By

phasing them out, we have eliminated more than 10,000 plastic bags since 2007! So who needs these bad news bags? Join our movement, and bring your own reusable bag!

INITIATIVE #8: B.Y.O.B.

Marathons are all about measurements. The distance is far, the competition is thick, and unfortunately, the amount of waste produced can be immense. Thousands of runners simultaneously need to be re-hydrated as quickly as possible. For years, the answer has been disposable paper cups at water stations along the 26.2-mile course. Just one marathon with 4,000 runners and walkers can produce over 100,000 disposed cups. No news here, but our area landfills already have enough paper cups taking up space, hundreds of years away from decomposition. So this year again we are encouraging our runners to “BYOB” - Bring Your Own Bottle. The idea is simple: runners have the option to carry their own refillable water bottle or hydration pack instead of relying on wasteful paper cups at water stations along the course. Each water station will have clearly marked “Water Bottle Refill Stations” signs, where runners can quickly refill their bottles or hydration packs with either water or Gatorade. The refill stations will be staffed with volunteers to assist runners rapidly and get them back on their way to the Finish Line. Our goal is to minimize the number of paper cups consumed during the event and make the race’s environmental footprint a little smaller. We hope many of our runners will participate to help us achieve our goal. Spread the word - BYOB events are in!

INITIATIVE #9: COMPOSTING

Composting is one of the most basic (and beneficial) ways we are keeping our solid waste levels low. There will be 1,950 pounds of fruit available for consumption on the course and at the Race Venue...that is almost a TON of bananas and oranges. Composting is basically just recycling organic household and yard waste into an extremely useful end-product called compost (a.k.a. Garden Gold). Ultimately, composting returns needed organic matter into the food chain and reduces the amount of “green” waste going into landfills. There is an array of composting techniques, varying from extremely passive (throw everything in a pile and leave it for about a year) to extremely active (monitor the temperature, turn the pile regularly, and adjust the ingredients over time). While the majority of the fruit at the marathon will be gobbled up by hungry runners, we will be properly disposing of the remainder by composting the scraps in our existing bins at Night Heron Park. White compost buckets will be placed along the course for participants to toss peels in, and our awesome volunteers will pick up any that miss the buckets (we understand that it’s tough to run a marathon and shoot perfect free-throws). The Finish Line area will also be equipped with white barrels for larger scale fruit composting. Take a bike ride, jog or stroll by our compost bins at Night Heron Park before leaving the island and see what our Green Team collects! If composting is something you would like to learn more about, stop by the Heron Park Nature Center to see how simple it is, or call us at 843.768.6001.

INITIATIVE #10: EATING LOCAL

A runner's body is a well-maintained machine, and a marathon runner's body is an even more finely tuned piece of work. Like any machine, high quality output requires high quality input. That is why at the Kiawah Island Golf Resort, we take pride in creating healthy dishes not only for you, but for the planet as well. The race weekend menus are primarily local and/or seasonal, and in some cases organic. We are most excited about the revitalization of our Saturday Night Post –Race party, featuring a buffet of Lowcountry fare procured within 100 miles of Kiawah Island.