



## **2017 Skechers Performance Los Angeles Marathon Levels Up to Gold Certification from the Council for Responsible Sport**

EUGENE (July 19, 2017) – The Council for Responsible Sport (Council) announced today that the Skechers Performance Los Angeles Marathon produced by Conqur Endurance Group has been awarded Gold Level Certification for the 2017 event. The marathon earned credit on 46 of the best practice standards offered in the Council’s certification program for social and environmental responsibility at sporting events up from the 36 criteria the Marathon met to gain its 2015 Silver level certification.

Certification lasts two years and requires meeting or exceeding standards across five categories: planning and communications, procurement, resource management, access and equity and community legacy. Organizers met all the possible best practices in the access & equity category, and were lauded for working closely year-round with the Los Angeles based non-profit [Students Run LA \(SRLA\)](#) to promote active lifestyles to local at-risk high school students through the donation of 3,500 marathon entries annually, valued at over half a million dollars.

The event diverted 62 percent of waste generated from the landfill, up from 47 percent diversion reported in 2015. The bump can be attributed to increased collaboration with the multiple municipal jurisdictions along the marathon course including a pilot compost collection of banana peels and biodegradable service wares at the finish area with the City of Santa Monica. Also, a combined eight tons of clothing dropped near the starting line and leftover food from the finish area were donated to local organizations for redistribution to those in need.

“We’re honored to earn this certification and to be a part of this incredible movement,” stated Tracey Russell, Chief Executive of Conqur Endurance Group. “We remain dedicated to reducing our footprint while expanding the marathon’s impact both locally and globally.”

“The Skechers Performance Los Angeles Marathon is a catalyst for change,” said Stacey Embretson, Senior Director of Operations for Conqur. “We are constantly looking for ways to improve and to engage our athletes in new ways, so this is really just the beginning for us.”

Organizers are working with local non-profits and the City of Los Angeles to eliminate the use of single-use plastic water bottles in future years, as well as consider ways to reduce energy use and engage participants with issues important to the community.

The Council’s managing director, Shelley Villalobos, said “The Skechers Performance Los Angeles Marathon is dedicated to its own improvement year over year, and organizers have worked hard to educate themselves and make adjustments in their decision making to enhance the sustainability of the event. It’s encouraging to see such a major marathon embrace change so openly. This is the type of leadership that is so needed on a broader scale in the industry—the gold level certification reflects the work that’s been put in behind the commitment.”

**About Conqur Endurance Group:**

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with 24,000 participants, thousands of volunteers and hundreds of thousands of spectators. The “Stadium to the Sea” course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Pasadena Half Marathon & 5K at the Rose Bowl, the Santa Monica Classic 5K/10K and the LA BIG 5K. Conqur also owns and operates one of the largest marathon training programs in the U.S., the LA Road Runners. Through official charity programs and strategic partnerships, Conqur supports dozens of nonprofit partners; the most notable being Students Run LA, one of the foremost nonprofit youth running programs in the nation. For more information, please visit [www.goconqur.com](http://www.goconqur.com)

**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](http://www.CouncilforResponsibleSport.org)

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