



NEWS RELEASE

Snowdonia marathon is green all over...

This year, the Snowdonia Marathon, which takes place on October 25th 2008, is ramping up a gear in a bid to become the UK's first Green marathon.

The event, which is organised by runners for runners, will be the first of its kind with a host of sustainable activities to boost its green credentials. These activities include recycling facilities for old kit, fair-trade vending machines on site, free buses to the start of the race to cut down on traffic and ethically sourced, sustainably produced race T shirts name but a few...

In addition to this, participants will be presented with a fantastic organic goody bag and there will be free showers available as well as a free pre and post massage facility.

The event now in its 26th year, which was last year voted "Best UK Marathon" by readers of Runners World, attracts over 1,500 competitors. Run by Marathon Eryri, a non-profit making company, all proceeds from the race are ploughed straight back into local community causes.

Commenting on the event, Jayne Lloyd, Marathon Coordinator, said: "As a keen runner myself, I understand the needs of our participants and we do everything we can to make this race as enjoyable as possible for them. We have always been conscious of our environmental impact but are now trying to take that up a level. Given the beautiful surroundings of this marathon, it is only natural that we think Green and encourage our runners to help us to do our bit for the environment. As a non profit making organisation, we are delighted to be able to use the funds from the marathon for community

projects. The 2007 event allowed us to help a number of causes including the new astro turf pitch in Llanberis which runners will be able to see for themselves on race day. Entry levels are well up already. We only have 200 places left and they are filling up fast. It promises to be a great weekend for all of us.”

You can find out more about the race and its green initiatives by checking out the new website on www.snowdoniamarathon.com

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For more information on the event please contact:

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High-resolution images are available on request

Notes to editors:

- The inaugural Snowdonia Marathon was held in 1982, and conceived as a dramatic alternative to the numerous city and town races becoming so popular. The demanding and spectacular route, encircling Snowdon, Wales' and England's highest peak, has given the event a unique place in the annual marathon calendar ever since
- In a 2007 poll by Runners World Magazine the Snowdonia Marathon was voted the best Marathon in the UK. This is somewhat ironic since it is also regarded as one of the most difficult!
- The 2008 marathon will be the 26th Snowdonia Marathon and the biggest so far.
- The race takes place on October 25th, 2008 and starts in Nant Peris at 10.30 am
- Building off the environmentally green focused activities that we have implemented over the last few years, we are looking to increase our efforts even more in 2008 to make the Snowdonia Marathon the UK's first Green Marathon. For more information:

<http://www.snowdoniamarathon.co.uk/Our-Green-Initiative.asp>

- All race participants will receive a recycled cotton green goodie bag containing a free organic T-shirt, slate coaster in place of a medal, energy efficient light bulb, organic sweets, organic energy bars and much more
- There will also be a number of junior races for under 10, 12, 14, 16 and 18's, age on the first of January 2007 and registration will take place on the day.

More information on the Snowdonia marathon can be found at

www.snowdoniamarathon.com