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**Contact:** Deb Weinreich, Eident Sports Marketing, 401-437-8881

## **Cox Providence Rhode Races Goes Green**

**Providence, RI** – Runners participating in the second annual Cox Providence Rhode Races on May 3 will be taking part in an environmentally-friendly event.

Eident Sports Marketing has partnered with Athletes for a Fit Planet to green its lifestyle events, including the upcoming Cox Providence Rhode Races next month in downtown Providence.

“Lifestyle athletes are demonstrating their desire to participate in environmentally conscious events. We owe it to the athletes and our local communities to be eco-friendly,” said John Mathews, president Eident Sports Marketing. “Our goal is to reduce, recycle, compost waste and overall conduct events that preserve the natural resources in the communities in which we live, work and hold events.”

The focus this year at the Cox Providence Rhode Races is to reduce waste and greenhouse gas emissions. In an effort to reach those goals, several eco-friendly practices have been instituted into this year’s Cox Providence Rhode Races including the following:

- Environmentally friendly chemicals will be used in portolets
- Both a compost and recycling program has been instituted
- Carbon offset purchases in an effort to become create a carbon neutral event
- Created a ride share program in an effort to encourage runners to commute to the Cox Providence Rhode Races together
- Eco-friendly cups will be used at water stops

“Through comprehensive recycling and composting initiatives, FitPlanet can reduce the amount of trash that ends up in the landfill. And we’ll work with Eident Sports to reduce and offset the carbon footprint that results from athlete travel and race operations’ said Bruce Rayner, Founder and Chief Green Officer of FitPlanet.

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## **Cox Providence Rhode Races**

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Nearly 5,000 runners are expected to converge in downtown Providence, May 30 take part in the 2009 Cox Providence Rhode Races. This unique event features the Cox Sports Marathon, Willow Tree Half Marathon and a 5k race. To register visit: [www.CoxRhodeRaces.com](http://www.CoxRhodeRaces.com)  
Cox Communications is the Title Sponsor of the Cox Providence Rhode Races. Johnson & Wales University is the Premiere Sponsor. Charitable partners include Cox Charities New England, The Leukemia & Lymphoma Society Team in Training and National Kidney Foundation.

### **About Athletes for a Fit Planet**

FitPlanet is the leading provider of eco-services for running, triathlon, cycling, and walking events in the US. The company advises event organizers on cost-effective strategies, and products and services for reducing, recycling and composting waste, reducing and offsetting greenhouse gas emissions, and minimizing the impact of the event on the local environment. FitPlanet works with event sponsors to provide opportunities to communicate their own eco-initiatives to athletes by aligning with events that are going green.

The FitPlanet website provides athletes with environmental information and news, including a Green Events Directory, so they can make informed choices about what to buy and where to race. Visit: [www.afitplanet.com](http://www.afitplanet.com) or contact Bruce Rayner, Chief Green Officer, at [bruce@afitplanet.com](mailto:bruce@afitplanet.com).

### **About Eident Sports Marketing**

Eident Sports is a full-service event management and sports marketing company based in Providence, Rhode Island. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident's events and offerings, please visit [www.eidentsports.com](http://www.eidentsports.com)

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