



PRESS RELEASE

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San Jose's Largest Single-Day Sporting Event Returns with the Rock 'n' Roll Half Marathon

Shoe Recycling Program One of Many Partnerships Highlighted at Fourth Annual Road Race

San Jose, CA – September 28, 2009 – Entering its fourth year as California's fastest half-marathon, the Rock 'n' Roll San Jose Half Marathon will host more than 12,000 runners and walkers this Sunday, October 4, 2009. The annual race is known as the Bay Area's 13.1-mile block party, featuring a live band and cheerleaders positioned at every mile along the course and a free afternoon concert featuring Jonny Lang.

One of the largest half-marathons in Northern California offers a fast, flat and scenic course that starts in downtown San Jose, runs through historic San Pedro Square and the Rose Garden neighborhood, and finishes downtown at Plaza de Cesar Chavez next to the Tech Museum of Innovation. The fast course, combined with the ideal October weather has made it a destination for athletes training for a fall marathon. A majority of event participants travel from outside the city and annually generate an economic impact of \$16 million for the region.

The race begins Sunday on W. Santa Clara St. and Almaden Blvd at 8:00 am. Runners participating in the event will witness first hand a suite of initiatives designed to reduce the race's environmental impact and help continue local momentum toward becoming a more green community.

"2009 is shaping up to be one of our best events yet. The Rock 'n' Roll Half Marathon works to showcase the best of San Jose, and we know that includes being environmentally responsible. The city is a vibrant and beautiful destination, and we intend to keep it that way," said Shannon Davis, Event Manager. "The local community has always welcomed the half marathon with open arms

and the continual growth of the event indicates how valuable this event has become to our host City of San Jose.”

In partnership with Give Your Sole, the half-marathon will offer runners an opportunity to recycle their used running shoes throughout race weekend. All the shoes donated to Give Your Sole at the event will be distributed locally through a Bay Area Rescue Mission. Runners can donate a pair of shoes right off their feet after the race and receive a free pair of flip flops to wear home.

“It’s easy to see that runners feel good about supporting the environment while helping those in need,” said Brett Byrd, founder of Give Your Sole. “So many of them devote their training and running to a charitable cause, and we saw a natural fit with the community to help further the mission of Give Your Sole.”

Give Your Sole staff will be looking for shoes in reasonable condition – those without holes in the toes and soles that are not soiled, dirty or wet. However, if shoes are brought that are deemed too damaged to be reused, they will still be sent to a recycling plant to make playground surfaces and tracks.

Event staff will be collecting all the empty GU energy gel packs on the course as part of GU Sports “Stash Your Trash” take-back program. For every 50 used packs returned to GU, the company will make a \$5 donation to a local non-profit organization. Other green initiatives include:

- Expanded Recycling Program: From plastic bottles to paper and cardboard, the event’s goal is less than 1 lb of landfill waste per athlete.
- Composting: Over 175,000 used water and Cytomax cups discarded along the course will be collected in bio-degradable bags and sent to a commercial composter.
- Green Portable Toilets: In collaboration with United Site Services, we are replacing the chemicals used with eco-friendly non-toxic chemicals. All units will have recycled paper.
- Reducing the Carbon Footprint: The race encourages all runners and spectators to use public transportation or carpool. The San Jose Light Rail, Amtrak and CalTrain are all convenient public transportation options to and from the Expo and race.

“Approximately 80% of the carbon footprint from any race comes from athlete and spectator travel,” added Davis. “With the Start, Finish, Expo and Concert within a 3-block walk downtown, a race has never been so convenient.”

A two-day Health & Fitness Expo kicks off race weekend at the San Jose Convention Center on Friday, October 2 and Saturday, October 3. The Expo, where all participants pick up their bib number, t-shirt and race packet, will feature over 100 exhibitors with samples, the latest in

running gear and sports apparel and a full schedule of interactive clinics. Race registration will be available at the expo. The event will conclude with a free afternoon headliner concert featuring Jonny Lang at Plaza de Cesar Chavez.

For those who want to get involved with the event but not ready to conquer 13.1 miles, Green Team volunteers also are needed to assist with the Health & Fitness Expo throughout race weekend and on race day. More information on volunteer opportunities is available at <http://san-jose.competitor.com/volunteers/>.

About the Rock 'n' Roll Half Marathon San Jose

The Rock 'n' Roll San Jose Half Marathon will take place October 4, 2009. In addition to live bands and themed water stations along every mile of the scenic course, high school cheerleading squads will be on-site to provide further entertainment and motivation to runners and walkers. Race weekend kicks off Friday, Oct. 2 with a free two-day Health & Fitness Expo at the San Jose Convention Center, which is open to the public. All participants visit the expo to pick up their race numbers and browse over 100 vendors from the running and fitness industry. The event concludes with a finish line party and an afternoon rock 'n' roll headliner concert featuring Jonny Lang. For more information, please visit www.runrocknroll.com or call 800-311-1255.

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