

**THE COUNCIL FOR RESPONSIBLE SPORT AWARDS SILVER-LEVEL CERTIFICATION
TO THE COWTOWN MARATHON FOR SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE INITIATIVES**

EUGENE, July 26, 2017--The 2017 Cowtown Marathon has officially earned silver level certification from the Council for Responsible Sport (Council), an Oregon-based nonprofit that provides objective, independent verification of the socially and environmentally responsible work that sports event organizers do to make a difference in their communities.

The two-year certification was awarded based on planned activities and programs, documentation of policies and on-site assessment of the 2017 Cowtown race weekend by a third-party evaluator from [Waste Management Sustainability Services](#).

The event achieved 41 of the best practice standards set forth by the Council and credit was earned in each of program's five categories, including planning and communications, procurement, resource management, access and equity and community legacy.

"The certification process is rigorous, with documentation requirements in place to ensure transparency and create a useful baseline for tracking performance year after year," said Council Managing Director Shelley Villalobos. "On behalf of the entire Council staff and board, congratulations to The Cowtown, and thank you for your efforts, which are a significant contribution towards a world where responsibly produced sports events are the norm."

"The Cowtown is proud to have achieved this certification. While it is a broad team effort, I want to specifically recognize Cowtown Operations Director Bryan Cathey's tireless perseverance and dedication in planning and implementing new programming aspects such as Cowboy Compost, as well as leading the certification process," said Cowtown Executive Director Heidi Swartz.

[Cowboy Compost](#) raises awareness in the Greater Fort Worth area about current organic waste challenges, and to provide residential and commercial composting services previously unavailable in Fort Worth.

The Cowtown will be highlighted in a year-end national digital ad campaign by the Council recognizing events that have earned certification in 2017.

About The Cowtown:

The Cowtown, the largest multi-event road race in North Texas, has a \$10.4 annual economic impact in Fort Worth, Texas, and has one of the largest youth runs in the nation. The 40th annual Cowtown is scheduled for Friday, February 23rd through Sunday, February 25th at Will Rogers Memorial Center in Fort Worth, Texas. The Cowtown races are presented by the University of North Texas Health Science Center, Medical City Healthcare, MillerCoors, Star Telegram, NBC 5 and Bruce Lowrie Chevrolet. For more information, see cowtownmarathon.org

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

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