

**CONTACT INFORMATION:**

**Beaches Go Green**

**Taryn Montgomery**

**904-910-4320**

**taryn@beachesgogreen.org**

**RELEASE DATE:**

**Immediately**



## **BEACHES GO GREEN PARTNERS WITH 1<sup>ST</sup> PLACE SPORTS AND JTC RUNNING TO COHOST BEACHES' FIRST GREEN RACE**

**JACKSONVILLE BEACH, FL, November 12, 2019** — On Saturday, January 25, 2020 Beaches Go Green will be partnering with 1<sup>st</sup> Place Sports and JTC Running to green up The Winter Beach Run 10 Mile & 5 Mile at The Jacksonville Beach Seawalk Pavilion.

Beaches Go Green, a non-profit based out of Atlantic Beach, FL, aims to spread awareness and education about the waste that we produce and how it affects the environment, particularly the consumption of single use plastic. BGG's vision is that through awareness and education, people will make small "green" changes in their lives that add up to BIG things.

In 2017, the Boston Marathon went through about 62,000 disposable water bottles, 1.4 million water cups, and 171,380 brochures. These and other disposables generated a whopping 10,000 bags of trash. That's a bag of trash per every three participants. [cabaus.org]

There are numerous ways to make races more eco-friendly, from cutting down on printed materials by primarily sending digital communications to collecting bibs at the end of the race and reusing them, these small changes could dramatically cut down on race waste.

These races also present the opportunity to spread awareness and educate participants, spectators, and volunteers on how to practice more eco-friendly behaviors. Beaches Go Green is approaching this opportunity of greening up The Winter Beach Run as the first step to making a much larger impact on future JTC Running races.