

# NEWS & INFORMATION

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## Cowtown Marathon Awarded North Texas Outstanding Recycling Special Event

FORT WORTH, TX—The State of Texas Alliance for Recycling (STAR) has named The Cowtown Marathon winner of the North Texas Outstanding Recycling Special Event. As a North Texas winner, the Cowtown will now advance to the State Level STAR Awards Competition.

Winners of the North Texas awards in 10 different categories were honored during an Awards Luncheon in late August. The annual awards recognize the outstanding contributions of individuals, communities and businesses for developing or maintaining programs involving recycling and other sustainability efforts in North Texas.

In 2018, The Cowtown's recycling efforts increased 72% over 2017. The organization composted nearly 400 lbs. of food scraps; Health & Fitness Expo vendors signed a commitment form when registering to take part in The Cowtown's recycling effort. As a result, all cardboard from the Expo and weekend of races was recycled. In addition, The Cowtown collected over 1,100 pounds of clothing that was dropped along the course, laundered it and donated it to local homeless shelters. There was also an initiative to collect and recycle old running shoes, ink cartridges and cell phones during the Expo.

Other components of its recycling program include: using local food sources; creating virtual goody bags instead of printed versions; encouraging carpooling and providing buses; decreasing bottles on the route by having beverages in bulk that are served in composted cups; bicycle valets for those who ride their bikes to save energy; composting food and cups; and donating leftover food to local shelters.

STAR's mission is to increase recycling rates to the highest level afforded by balanced economic and sustainability principles, for the benefit of Texas. Its stakeholders, members and partners include all spectrum of recyclers, from industry and municipalities to academia, concerned citizens and fellow nonprofits. Its diverse makeup allows it to provide the unique opportunity to be involved with the front line of resource recovery techniques and ideas from many different perspectives.

**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 is one of the largest youth runs in the nation. The 41st annual Cowtown is scheduled for Friday, February 22 through Sunday, February 24 at Will Rogers Memorial Center in Fort Worth, Texas. The proceeds from The Cowtown go directly to The Cowtown C.A.L.F. Program providing training, equipment and running shoes to over 5,500 North Texas Youth. The Cowtown is presented by UNT Health Science Center, NBC 5, MillerCoors, Medical City Healthcare, Texas Capital Bank and the Star Telegram. For more information, visit [cowtownmarathon.org](http://cowtownmarathon.org)

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