



FOR IMMEDIATE RELEASE:

## **The Zone Urban Epic Triathlon Receives Two Accolades for Sustainable Event Initiatives**

**The Portland, Maine event becomes the first certified, sustainable triathlon in New England and is lauded as “Best Eco-Effort” race of the year by *New England Sports Magazine*.**

*PORTLAND, ME* – December 16, 2008 – The Zone Urban Epic triathlon has received official certification as a sustainable athletic event by the Council for Responsible Sport, one of only eight recognized events nationally, and the first triathlon in New England, to achieve this prestigious certification.

The Zone Urban Epic was also selected by *New England Sports Magazine* as the “Best Eco-Effort” event of 2008, as part of the publication’s annual “Best Of” edition. Both honors stemmed from a dedicated effort by Tri-Maine Productions to run an environmentally-conscious multisport event. (Visit [www.newenglandsportsmag.com](http://www.newenglandsportsmag.com) to view full story.)

The Council for Responsible Sport, or ReSport, is a non-profit organization that promotes environmental responsibility in mass participatory athletic events such as marathons, triathlons, and bike races. All ReSport certified events must adhere to principles set forth in five categories: waste, climate, materials/equipment, community/outreach, and health promotion. Working in partnership with Bruce Rayner from Athletes for a Fit Planet, The Zone Urban Epic was able to meet a number of guidelines in each category.

The Zone Urban Epic produced less than one pound of waste per event participant by recycling all plastic water bottles and cups, paper, glass, aluminum, and metal and by composting food service products. In working with the community, the event

promoted the benefits of healthy living and sustainability through its public post-race festival, and local non-profit organization STRIVE was the race beneficiary. Additionally, corporate sponsor FairPoint Communications offset 95 percent of the carbon footprint of the event, including athlete travel, sponsor travel, police, and emergency vehicles.

“Looking at a race through an environmental lens is not only critical in these times, but totally practical and doable,” says Tri-Maine Productions’ Pete Miller. “We practiced initiatives that were important to us, and receiving both the ReSport certification and the ‘Best Eco-Effort’ award was just icing on the cake for the Zone Urban Epic.”

The Urban Epic event will remain a ReSport certified event for the 2009 season and will seek certification for 2010 by building on the sustainable initiatives implemented in 2008.

For more information please contact Amy VanHaren or visit [www.urban-epic.com](http://www.urban-epic.com). To learn more about the Council for Responsible Sport visit [www.resport.org](http://www.resport.org).

### **About the Zone Urban Epic:**

Urban Epic combines a sprint triathlon with a unique festival in a celebration of health, fitness, music, art, environmental sustainability, and the active way of life. Urban Epic events bring athletic competition to vibrant city locations – infusing the surrounding urban setting and culture into the race. Each Epic is as individual as the city it is located in, and each is more than just a triathlon: Urban Epic is a transformative lifestyle event. Visit [www.urban-epic.com](http://www.urban-epic.com) to learn more.

Title sponsor, Zone Labs Inc. was established in 2002 and has quickly risen to become an industry leader in the development and sales of innovative, patented nutraceutical products. The company, located in Danvers, MA, is based on the vision of Barry Sears, Ph.D., author of the best-selling Zone Diet books and a leading authority on the dietary control of hormonal response. Zone Labs combines cutting-edge technology with the latest scientific research to develop a wide range of evidence-based wellness products including foods, dietary supplements and a skin care line. For more information visit [www.zonediet.com](http://www.zonediet.com).

### **About Tri-Maine:**

Tri-Maine Productions is Maine’s premier multisport event management company. Providing high quality, competitive races in dynamic New England locations, Tri-Maine serves more than 3,000 athletes, 5,000 spectators, and 800 volunteers annually. Tri-Maine partners with first-rate local and national sponsors to provide an athletic

experience like no other. Fusing arts, music, environmental consciousness, health, and community together with the active lifestyle, Tri-Maine delivers specialized events that transcend the traditional. For more information on Tri-Maine Productions and specific events, visit *www.tri-maine.com*.

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