



FOR IMMEDIATE RELEASE
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Pumpkinman Triathlon to serve as sustainability pilot

The Pumpkinman Triathlon, an event in its 5th year, will serve as a pilot event in 2008 for a new sustainability certification. Administered by the Council for Responsible Sport, a non-profit organization based in Portland, Oreg., the certification seeks to establish independent, objective criteria with which to identify events produced with tenets of environmental and social responsibility.

The pilot program sets forth standards in five categories of sustainability: waste, climate, materials and equipment, community and outreach, and health promotion. By pursuing these standards, the Pumpkinman Triathlon seeks to improve its environmental footprint and its relationship with the host community. And by serving as an example for responsible event production, the event encourages positive change to occur on a wider scale.

Seventeen events across the United States, representing triathlons and marathons both big and small and in disparate geographic regions, make up the pilot program. The races include:

CB&I Triathlon (May 3, Woodlands, TX)
Reno Half-Marathon (May 4, Reno, NV)
Keuka Lake Triathlon (June 8, Keuka Park, NY)
Philadelphia Insurance Triathlon in Fairmount Park (June 21-22, Philadelphia, PA)
Deschutes Dash (July 19-20, Bend, OR)
Boulder Peak Triathlon (July 20, Boulder, CO)
Urban Epic (July 26, Portland, ME)
Haulin' Aspen (August 10, Bend, OR)
Oregon Trout City of Portland Triathlon (August 31, Portland, OR)
San Francisco Triathlon (November 9, San Francisco, CA)
USA Triathlon Nationals (September 20, Forest Grove, OR)
Peregrine Charities Triathlon (September 28, Waterloo, IA)
Portland Marathon (October 5, Portland, OR)
Hartford Marathon (October 11, Hartford, CT)
Land Rover Pumpkinman Triathlon (October 18, Las Vegas, NV)
Nike All-Women's Marathon (October 19, San Francisco, CA)
Marin County Triathlon (October 26, San Rafael, CA)

The Pumpkinman Triathlon will be held on October 18th, 2008 in downtown Boulder City Nevada, with the swim taking place at scenic Lake Mead. Athletes from across the country will compete as individuals and in relay teams over the three courses. The triathlon has again been designated the USAT Club National Championship as well as the Half Max Championship, bringing athletes from all over the nation to compete.

Further information about the Pumpkinman Triathlon is available through the website www.bbsctri.com

Further information about the Council for Responsible Sport certification is available through the website reporting.org.