

## FOR IMMEDIATE RELEASE

### MANITOBA LIQUOR & LOTTERIES MANITOBA MARATHON PURSUES EVERGREEN STATUS THROUGH THE COUNCIL FOR RESPONSIBLE SPORT

*Manitoba's largest mass participation sporting event leads the charge for sustainability in the province*

**WINNIPEG, MANITOBA – December 10, 2025 –**

The Manitoba Marathon is strengthening its long-standing commitment to sustainability by pursuing **Evergreen Certification** through the Council for Responsible Sport. This comprehensive, year-long process includes policy development, detailed documentation, and the launch of new initiatives designed to elevate the event's environmental and social impact. Areas of focus include conservation, waste diversion, accessibility, equity, and community legacy.

Since 2007, the Council for Responsible Sport has supported event organizers in measuring and managing their social and environmental footprints. "Manitoba Marathon has been committed to achieving an 85% waste diversion rate annually for nearly two decades," says Executive Director **Rachel Munday**. "Pursuing this certification allows us to formally document our efforts and introduce new programs that reinforce our role as a leader in sustainable event delivery in Manitoba." Once certified, the Manitoba Marathon would become only the third designated event in Canada.

Founded in 1979, the **Manitoba Marathon Foundation** hosts the province's largest annual mass participation sporting event each Father's Day. With six race distances, this family-friendly celebration raises funds in support of Manitobans living with intellectual disabilities through United Way Winnipeg.

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