

# California International Marathon

## Event Seeking Environmental Certification in 2017

The [California International Marathon](#) is more than a running event—it's a Sacramento institution. The [Sacramento Running Association](#) prides itself on the positive impact that the CIM has on its host city.

In 2016, CIM officials began a two year program with the goal of being environmentally certified by the end of the 2017 event. Event certification through [Council for Responsible Sport](#) allows events to document and report their sustainability efforts.

With over 9,000 marathoners taking part in the event, organizers saw the need to take action. "We want all of our events to have the biggest positive impact they can have on the community, and the least negative impact," said Eli Asch, Director of Race Operations. "The criteria for sustainability certification align exactly with those goals, so there was no reason not to certify--we might as well get recognition for our efforts! Beyond that, we also hope to become leaders in event sustainability in our community, inspiring other events to follow our lead and up their sustainability game."

CIM offers marathoners "Sustainability Stations" at the finish line to discard their waste. The stations give runners a chance to "get involved" with the green movement.

Event organizer are not only turning to their participants for support, but also asking local leaders to get involved. A request that has been met with great success. "The best feedback we've gotten has been from county and city officials. They're excited to see our event pursuing certification, and see it as another reason they should support us," said Asch. "The county is our biggest supporter, and has even encouraged us to apply for a development grant to help expand and underwrite our efforts."

CIM has partnered with [The Offset Project](#) to play a supporting role in the development and implementation of the event's plan for 2017. TOP has 10 years of experience in bringing sustainable solutions to large events and guiding certification procedures.

For more on the efforts of the California International Marathon, visit their [sustainability page](#).

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