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Bank of America Shamrock Shuffle 8K Earns Gold Level Certification from the Council for Responsible Sport for Expanded Sustainability Efforts in 2016

CHICAGO – The Bank of America Shamrock Shuffle 8K announced today it earned Gold Level Certification from the Council for Responsible Sport. The Council formally recognized the successful implementation of socially and environmentally responsible practices at the 2016 event.

“As the Bank of America Shamrock Shuffle course makes its way through the various neighborhoods of the city, we realize the responsibility we have to support – or – uphold the environment of these vital communities,” said Bank of America Shamrock Shuffle 8K Executive Race Director, Carey Pinkowski. “As we grow our sustainability program each year, it is rewarding to see the positive impact of our efforts and the enthusiasm everyone has to make the race as sustainable as possible.”

“Chicago is lucky to be host to an event like the Bank of America Shamrock Shuffle 8K, where organizers have taken concrete action on many important social and environmental aspects of event planning,” said Managing Director of the Council for Responsible Sport, Shelley Villalobos. “The event strives for and achieves improvement year after year and has well-earned this gold level certification.”

The Bank of America Shamrock Shuffle 8K earned credits across all five categories of standards including planning and communications, procurement, resource management, access and equity and community legacy.

Highlights from the 2016 Shamrock Shuffle sustainability initiatives include:

Environmental

- The two-day Health & Fitness Expo was held in the West Building at the McCormick Place Convention Center, a LEED certified sustainable building that utilizes 100 percent emissions free wind power.

- Seventy percent of all waste generated by the event was diverted from the landfill via recycling, compost and reuse efforts.
- Participant shirts are made from 100 percent recycled polyester as part of Nike's Better World product line.

Social

- The event's partnership with Deloitte for the 2016 Team Competition helped to engage Deloitte and other Chicago area business employees in organizational health & wellness programs.
- Race entries were donated to Year Up, an organization that empowers young adults to overcome poverty and move into professional work in a single year.
- The Chicago Parks Foundation's interactive booth at the Health & Fitness Expo educated the public about the local parks' value, functions and importance.
- Provided training to thousands of event volunteers on the hands-only CPR method.

About the Bank of America Shamrock Shuffle 8K

Long recognized as an annual rite of spring, a celebration of St. Patrick's Day and the kickoff to the outdoor running season in Chicago, the 38th annual Bank of America Shamrock Shuffle 8K takes runners on a scenic tour of downtown Chicago, starting and finishing in Grant Park. The race will begin at 8:30 a.m. on Sunday, April 2, 2017 and will conclude with live music at the traditional Post-Race Party in Grant Park. In advance of the event, the two-day Bank of America Shamrock Shuffle 8K Health & Fitness Expo will take place at McCormick Place on Friday, March 31, and Saturday, April 1, featuring more than 80 industry-related exhibitors. The Health & Fitness Expo is free and open to the public. For more information about the event and how to get involved, go to www.shamrockshuffle.com.

About the Council for Responsible Sport

The Council's vision is a world where responsibly produced sports events are the norm and its mission is to provide objective, independent verification of the socially and environmentally responsible work event organizers are doing to make a difference in their communities. The current version of the Council's Certification standards (v.4.2) was developed by an outside working group of both sustainability and sport industry experts, reviewed by a wide range of stakeholders throughout 2013 and implemented in January 2014. www.councilforresponsibleport.org

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