



## **PRESS RELEASE**

### **ASICS Los Angeles Marathon Earns Evergreen Certification from Council for Responsible Sport**

*Evergreen Certification Places ASICS Los Angeles Marathon Among World's Greenest Major Events*

LOS ANGELES – July 16, 2025 – The McCourt Foundation today announced that the Council for Responsible Sport has officially awarded the ASICS Los Angeles Marathon its highest level of Event Certification - Evergreen Certification - recognizing the race's ongoing commitment to environmental stewardship, community impact, and responsible event management.

"This recognition is a testament to the work and passion of so many across our event team, our partners, and our city," said Race Director Stacy Embretson. "We believe major events can inspire meaningful change—and this certification affirms our mission to build a healthier, more sustainable world through sport."

The ASICS Los Angeles Marathon has a long history with the Council for Responsible Sport. It became the world's first certified marathon in 2009 and steadily advanced through the ranks—earning Silver in 2015 and Gold in 2017, 2019, and 2022. It was also the first marathon to adopt the ReScore app, a tool that helps events benchmark and track sustainability efforts. More than 250 events worldwide have earned certification to date.

"The McCourt Foundation has been deeply committed to responsible sport since 2009, and the ASICS Los Angeles Marathon reflects that dedication in action," said Michelle Sandquist, Council for Responsible Sport. "Their consistent efforts show that sustainability is not just a value but a practice—setting a powerful example for how major endurance events can create meaningful social and environmental impact."

The Evergreen Certification is the most rigorous standard offered by the Council for Responsible Sport, requiring a demonstrated commitment to sustainability and social equity across all aspects of race planning and execution. Other Evergreen events include MLB All-Star Game, Chicago Marathon, and the New Orleans Jazz Festival. Gold certified events include the NCAA Final Four, Indianapolis 500, PGA Waste Management, and New York and London marathons.

“Achieving the highest level of Evergreen certification demonstrates the Los Angeles Marathon’s deep commitment to environmental and social responsibility,” said Jaime Nack, President of Three Squares Inc., the marathon’s sustainability consultant. “Since 2018, we’ve worked closely with the team to embed sustainability into every facet of the event—from waste diversion and carbon reduction to community engagement. This recognition reflects years of thoughtful collaboration and a shared vision for a more sustainable future in endurance sports.”

Among the efforts that contributed to certification were extensive waste diversion initiatives, water conservation measures, and local community engagement programs:

- 12,000 pounds of shoes and clothing were donated from the Start Line.
- 686 pounds of food were donated from the Finish Line.
- 1,280 pounds of discarded heatsheets were collected and recycled.
- 11,745 pounds of compostable material were gathered across the race course.
- 60% of total waste at the Start and Finish Lines was successfully diverted from landfills.
- The race eliminated the use of 19,000 plastic water jugs by utilizing sustainable water tower systems.
- Three KIA EV9 electric SUVs served as lead pace vehicles, reducing emissions on race day.

Community engagement also played a central role:

- Four local nonprofit organizations activated educational booths at the Expo to highlight local environmental issues.
- 3,441 Students Run LA participants completed the marathon free of charge, many running their first-ever 26.2-mile race.
- 100 nonprofit partners were represented across the race’s charity program, raising millions for important causes.

The ASICS Los Angeles Marathon joins an elite group of major events that have earned Evergreen status, setting a benchmark for sustainability in mass participation sports. For more information on the Council for Responsible Sport, visit [www.councilforresponsiblesport.org](http://www.councilforresponsiblesport.org).

### **About the Council for Responsible Sport**

The Council for Responsible Sport envisions a world in which responsibly produced sports events are the standard. Its mission is to provide objective, independent verification of event organizers’ social and environmental efforts to positively impact their communities.

Since 2007, the Council has developed and continually updated the Event Certification standards, which have been adopted by more than 250 events globally. In 2021, it expanded its reach by introducing the Responsible Sport Standard for Organizations. Also, in 2021, the Council in partnership with TCS (Tata Consultancy Services), one of the world’s largest digital solutions integrators, digitized its certification process through the development of the ReScore™ App, making reporting easier and more efficient than ever.

### **About The ASICS Los Angeles Marathon**

The ASICS Los Angeles Marathon is Los Angeles’ largest and longest-running community sporting event. On March 8, 2026, the race will welcome over 25,000 runners starting at Dodger Stadium and

finishing the 26.2-mile Stadium-to-the-Stars Course near Avenue of the Stars in Century City. Also included in the Marathon Weekend events are the LA 5K on Saturday, March 7 and the marathon's two-day Lifestyle Expo held at Dodger Stadium March 6 & 7. The free expo is open to the public featuring up to 100 exhibitors and annually attracts more than 65,000 attendees. For more information, please visit [LAMarathon.com](http://LAMarathon.com).

#### **About The McCourt Foundation**

The McCourt Foundation (TMF) empowers communities to build a healthier world through research, education, and events. TMF's mission is to cure neurological diseases while empowering communities to build a healthier world. TMF makes a difference by donating to neurology research, hosting educational forums, and using our events such as the Los Angeles Marathon, Rose Bowl Half Marathon & 5K, Santa Monica Classic, Boston Waterfront 5K, and Tour de South Shore, as platforms to raise funds for over 105 nonprofit charity partners. Since its inception, TMF has donated more than \$6.7 million to neurology research and generated more than \$72M for our nonprofit charity partners. Established in 1992, TMF is a 501 (c)(3) with offices in Boston, MA and Los Angeles, CA. For more information, visit [mccourtfoundation.org](http://mccourtfoundation.org).

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