



***EUGENE MARATHON
GREEN GOODIE BAG PROGRAM TO CONTINUE IN 2010***

Date: February 24th 2010
Media Contact: Andy Downin
877-345-2230

Eugene OR –

The Eugene Marathon will again feature reusable goodie bags for their 2010 races. This will be the third year in a row the event has used a reusable shopping style bag instead of the traditional plastic bags runners have gotten at races.

“Reusable bags paired with good health and a local event made partnering with the Eugene Marathon a natural choice for Springfield Creamery.” says Sheryl Kesey Thompson, Co-owner of Springfield Creamery, “Supporting the Eugene Marathon this year was also a great way for us to celebrate our 50th anniversary.”

The green goodie bag program was a large part of the Eugene Marathon going ‘green’ in 2008. In addition to giving participants a great souvenir, it also saves in the use of 12,000 plastic bags. GREEN FACT: *One plastic bag takes over 500 years to decay in a landfill!*

The green goodie bags would never be possible without the support of the great organizations that fund the program. The platinum sponsor for the goodie bag is Market of Choice. Gold sponsors include Canterbury Naturals, Gorilla Capital, Laughing Planet, Lane Apex, and Springfield Creamery.

Runners can register today at www.eugenemarathon.com.