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RED ROCK SCRAMBLE IS FIRST "RACE WITHOUT A TRACE" IN COLORADO

Local race benefiting Native American students sets a high "green" standard

Lyons, CO, June 27 – Runners and walkers have a new reason to enjoy a scenic fall race on October 5, 2008 in Lyons, Colorado. The Red Rock Scramble is a beautiful 5 mile and 5K race organized by the Colorado Indian Bar Association (CIBA), which raises thousands of dollars each year for Native American law students attending law school in Colorado. Now, it is planned to be the most environmentally sustainable running event in the state. In addition to enjoying the beauty of the course, the friendly atmosphere, and the fact that 100% of the proceeds go towards student scholarships, racers and walkers can feel good about participating in an event that aims to have a very low impact on the environment and global climate change. "The world's leading scientists report that the earth is warming at a dangerous rate as a result of man-made greenhouse gases, and reports from studies have highlighted the fact that the indigenous peoples and poor will be most negatively affected," says David Selden, CIBA member, volunteer race director and Lyons resident.

The Red Rock Scramble is scheduled to be the first "Race Without a Trace" event in Colorado, an initiative of North Carolina-based *Endurance Magazine*. "We were already managing the race in a fairly sustainable way, but I thought we could do more to lower our environmental impact, while keeping the race fun and manageable" says David Selden. "The 'Race Without a Trace' goals and branding fit perfectly for what we are trying to do. We hope to help jump-start this 'green' idea' in Colorado and help other athletic event directors run their events in a more sustainable way."

Many of the changes to the event will hardly be noticed by the participants but will include things such as: offsetting global warming greenhouse gases of all event attendees by purchasing renewable energy credits; implementing Eco-Cycle's zero waste strategy to limit non-recyclable/compostable waste (even the forks and spoons will be compostable); providing race water and beverages in reusable containers and compostable cups; offering environmental friendly prizes and giveaways; providing educational booths and information at the event; and striving to provide local and organic foods. "One thing we have not figured out yet is how to provide race numbers that are reusable or recyclable," says Selden. "But that will be a new challenge for us next year!"

To see a full list of sustainable features of the event, see:

http://www.coloradoindianbar.org/about_race.htm

Companies or individuals interested in sponsorship, partnerships or volunteering should contact David Selden for more information.

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Colorado Indian Bar Association www.coloradoindianbar.org

The Colorado Indian Bar Association (CIBA) is a non-profit, 501(c)(3) professional organization of American Indian lawyers, practitioners of American Indian law, and Native American law students who reside in the state of Colorado.

Race Without a Trace: <http://www.endurancemag.com/go-green>