

PRESS RELEASE: IRC PARTNERS WITH 500 FESTIVAL TO LAUNCH RECYCLING PROGRAMS FOR THE ONEAMERICA 500 FESTIVAL MINI-MARATHON AND THE CHASE 500 FESTIVAL KIDS' DAY

INDIANAPOLIS (March 18, 2015) – [The 500 Festival](#), a nonprofit organization providing life-enriching events for Indiana, today announced it has partnered with the Indiana Recycling Coalition (IRC) to develop recycling programs for the nation's largest half-marathon - the OneAmerica 500 Festival Mini-Marathon - and Indiana's largest free, outdoor festival for kids - the Chase 500 Festival Kids' Day. The goal of the recycling program is to decrease the carbon footprint of each event while also educating the public on the economic and environmental impact of public space recycling.

"We are excited to join forces with Indiana Recycling Coalition as we strive to minimize the environmental impact of the Mini-Marathon and Kids' Day and maximize the amount of recyclable material captured," said Bob Bryant, president and CEO of 500 Festival. "While we've offered recycling options at these events in the past, we're confident that through our partnership with IRC, we will drastically improve upon our efforts in previous years."

The 2015 OneAmerica 500 Festival Mini-Marathon, held on May 2, is the nation's largest half marathon with over 30,000 participants. After the race, 80,000 people converge on Military Park for the 500 Festival Post Race Party. The IRC will design and manage a highly visible, effective recycling program to help capture and recycle the majority of waste. Prior to the Mini-Marathon and Post Race Party, 500 Festival volunteers will receive training on the processes and procedures for an effective recycling and composting program. Through trained volunteers and a highly visible public space recycling initiative, the 500 Festival hopes to capture 40,000 water bottles, 10,000 cans, 42,000 banana peels and hundreds of pounds of cardboard.

On May 9, the 2015 Chase 500 Festival Kids' Day, held in downtown Indianapolis, will host 40,000 participants. The IRC will design and manage the public space recycling initiative for the event to capture recyclables from attendees as well as vendors. In addition, it will offer educational programming during the event, further educating Indiana's youth on the importance of recycling and reducing waste.

"Indiana Recycling Coalition's partnership with the 500 Festival will be a great opportunity to educate the community about the benefits of recycling," said Carey Hamilton, executive director of Indiana Recycling Coalition. "The recycling programs for the Mini-Marathon and Kids' Day are certain to make a big difference, decreasing the environmental impact of these events."

To learn more about the OneAmerica 500 Festival Mini-Marathon or the Chase 500 Festival Kids' Day, please visit: www.500festival.com.

About the 500 Festival

Founded in 1957, the 500 Festival is a not-for-profit organization that produces more than 50 life-enriching events and programs while celebrating the spirit and legacy of the Indianapolis

500 and fostering positive impact on the city of Indianapolis and state of Indiana. One of the largest festivals in the nation, each year more than half a million people attend an event or program produced by the 500 Festival. Since its founding, the 500 Festival has contributed more than \$350 million in economic value to Indianapolis. To learn more about the 500 Festival, please visit www.500festival.com, follow us on Twitter [@500festival](https://twitter.com/500festival), or on [Facebook](#).

About the Indiana Recycling Coalition

The Indiana Recycling Coalition (IRC) is a not-for-profit 501(c)3 organization that was formed in 1989 to support source reduction, reuse, composting and recycling activities in Indiana. The IRC's members include state and local governments, business, industry, not-for-profits and individuals. Visit the IRC website at www.indianarecycling.org or follow us on [Facebook](#) or on Twitter [@INRecycling](https://twitter.com/INRecycling).

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