



WASTE MANAGEMENT OF SOUTHERN CALIFORNIA JOINS 2014 LONG BEACH INTERNATIONAL CITY BANK MARATHON TO GIVE RUNNING SHOES A SECOND LIFE

LONG BEACH, Calif. (Aug. 4, 2014) – Waste Management of Southern California and The Long Beach International City Bank Marathon & Half Marathon have teamed up to help runners transform lives by repurposing their old running shoes. In honor of the event's 30th Anniversary on October 10 through 12, Waste Management of Southern California will collect shoes from marathon runners in a reuse campaign to benefit the Long Beach Rescue Mission.

“As a leader in transformation, we are thrilled to be a part of this exciting partnership,” said Eloisa Orozco, spokesperson for Waste Management of Southern California. “Reducing waste and changing lives by giving these runners’ shoes a second life is exactly the kind of project that we at Waste Management of Southern California proudly support in our communities.”

In preparing for a marathon or half marathon, the average runner will go through 2-3 pairs of running shoes while in training. Running shoes tend to lose cushioning with intense use after about few months making them too worn out for marathon runners, but still very functional. Runners will be asked to save their used shoes and bring them to the Waste Management / Long Beach Rescue Mission booth at the Health & Fitness Expo to be donated and repurposed.

“Waste Management of Southern California’s commitment to helping local communities is unparalleled,” said Robert Probst, Executive Director for the Long Beach Rescue Mission. “We are thrilled to have their support as we continue to provide members of the community with resources to get back on their feet and overcome obstacles.”

Following the event, collected running shoes will be given a second use and improved in preparation for being donated to locals in need. The goal is to have runners donate around 1,000 pairs of shoes at the marathon for the benefit of the local community. Runners will also be solicited to donate funds to the Long Beach Rescue Mission to be able to purchase new shoes for those in need.

“Supporting the community is at the heart of what we do at Run Racing,” said Bob Seagren, CEO for Run Racing. “Our events bring the community together for a cause and having Waste Management of Southern California as a Community Partner will allow us to expand that cause to transform the lives of not only runners participating in the Long Beach International City Bank Marathon but also members of the community who are in need of our help.”

Runners may begin donating their gently used running shoes by dropping them off at any of the following collection sites or they may bring them to Expo Day:

Waste Management of Southern California offices, Monday-Friday, 8am-5pm

- East 213th Street, Long Beach, CA 90810

- 9081 Tujunga Ave 1st Floor, Sun Valley, CA 91352

Run Racing Office:

- 10545 Humbolt Ave., Los Alamitos, CA 90720

Legacy Running Company Stores:

- 4103 Viking Way, Unit C, Long Beach, CA
- 6729 Comstock Ave, Whittier, CA 90601

An updated list of collection sites is found on www.ShoesTransformingLives.com.

In celebration of the Long Beach International City Bank Marathon 30th Anniversary, around 25,000 runners and cyclists are expected to fill the streets of Long Beach this October. Events include the Aquarium of the Pacific Kids Run on Saturday, October 11, and the full marathon, half marathon, bike tour and 5K held on Sunday, October 12. On event weekend, an estimated 50,000 people will attend the two-day Health and Fitness Expo at the Long Beach Convention Center. An additional 50,000 are expected to attend the race day Finish Line Festival located on scenic Marina Green and Shoreline Drive. Since 2005, Long Beach has helped its official charities raise over \$4 million for their good causes.

About Waste Management

Waste Management Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial and municipal customers throughout North America. To learn more about Waste Management, visit www.wm.com or www.thinkgreen.com.

About Long Beach Rescue Mission

Since 1972, Long Beach Rescue Mission has opened its doors to thousands of men, women and children. The Mission provides food, clothing, shelter and spiritual guidance to the homeless and less fortunate people of the community. Long Beach Rescue Mission stands dedicated to helping individuals overcome the homeless cycle, achieve long term goals and make a world of difference in today's society. For more information please visit <http://www.lbrm.org/>

About Run Racing/Long Beach Marathon

Led by Olympic Gold Medalist Bob Seagren, Run Racing specializes exclusively in the development, management and implementation of endurance, health, fitness and special events. Run Racing events include Race on the Base held in February; the Orange County Heart Run and Walk in September; the Long Beach International City Bank Marathon held in October; the We Run the City USC/UCLA 5K held in November; the Dana Point Turkey Trot 10K & 5K held on Thanksgiving Day and the Holiday Half Marathon held in December. For more information please visit www.runlongbeach.com or www.runracing.com.

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