

Best Public Education Campaign Susan G. Komen Race For the Cure –Des Moines and Quad Cities Affiliate Recycling at the Race Campaign

The Iowa Recycling Association's Best Public Education Program award recognizes excellence in the creation and implementation of holistic approaches in environmental programs, activities and events initiated to change the actions, attitudes and behaviors of diverse audiences regarding environmental issues. *Holism* is a term that the Susan G. Komen's Des Moines and Quad Cities affiliates have not only embraced but have further defined through the implementation of highly aggressive recycling programs at their respective annual Susan G. Komen Race for the Cure.

Staying Pink and Thinking Green

Both affiliates raise funds to support the Komen Foundation's mission of eradicating breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The Race for the Cure Series - with its highly recognizable pink signature color - is the world's largest and most successful education and breast cancer fundraising event and an ideal venue to introduce sustainable environmental practices to audiences outside of the traditional environmental community. For the past two years attendees have noticed a wave of green among the usual sea of pink as event organizers initiated their highly visible onsite recycling program.

Tangible Results

Since its inception two years ago, Race for the Cure event organizers for both affiliates have introduced and have demonstrated the added value of events recycling to over 50,000 race participants, sponsors and volunteers. In addition, the respective affiliates have captured and diverted almost 100-percent of the onsite materials – primarily cardboard and plastic - that were previously being landfilled.

“Susan G. Komen affiliates reach diverse groups of individuals coming together in support of Komen's mission. Through their recycling educational campaign they have accomplished another important goal - protecting and enhancing Iowa's environment,” stated Erin Novak, Iowa Recycling Association President. “Recycling at the Race is a visible example of the true intention behind this award and we are honored in presenting them with this year's Best Public Education Campaign award.”