



PRESS RELEASE

Immediate Release
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Following in Old Bill's Footsteps Without Leaving an Imprint

JACKSON, WY.,—September 3, 2010—The second Saturday in September is a celebration of all of the things we care about and all the reasons we love Jackson. Over the past 13 years, Old Bill's Fun Run has raised over \$67.5 million by reflecting our local values. In a town with nearly 200 nonprofits for causes ranging from conservation to classical music, there is one value we hold in common—our passion for the place itself. We know we are stewards of one of our nation's greatest assets, and we all take it seriously.

“Old Bill's Fun Run should impact nonprofits without impacting the environment,” said Katharine Conover, President of the Community Foundation of Jackson Hole. “Every year we look for ways to improve the event without altering its special character, and this year, we will further reduce our carbon footprint.”

The most noticeable change will be the elimination of plastic water bottles. Historically, participants have used up to 1,700 bottles at the event each year. With help from Teton County Integrated Solid Waste and Recycling (ISWR), the RRR campaign, the Town of Jackson and the Teton County/Jackson Parks and Recreation Department, event organizers will tap into the Town's potable water supply and invite participants to bring their own reusable water bottle to Old Bill's. “ISWR and the RRR campaign are excited to partner on this greening effort for such an iconic Jackson event. Old Bill's Fun Run is a great showing of what's important to our community, and conservation has always been at the forefront of those values. It makes so much sense to move in this direction, and we're happy to help with that effort,” said Kyle James, Waste Diversion Manager for Teton County ISWR. For those without their own bottle, compostable cornstarch cups donated by Hotel Terra's Terra Café will be available. People may still notice a few bottles at the event until existing inventory has been exhausted.

“As an RRR Business Leader, the Community Foundation of Jackson Hole has also reduced its use of paper and increased the recycled material content of all of the paper in our office, encouraged donors to give online rather than with a brochure and envelope and, of course, asked participants to bike or take the bus on run day,” commented Nicki McDermott, Special Events and Marketing Officer at the Community Foundation. “Friends of Pathways will once again host a free bike valet on the Square.”

Old Bill's Fun Run will take place on the Town Square on Saturday, September 11. The run begins at 10am, and participants are encouraged to stay for the entertainment, breakfast burritos provided by the Bunnery and the diaper derby. Prizes are awarded for the fastest youth and adult runners and those with the most creative costumes. A full list of runner times can be found on the Community Foundation website at www.cfjacksonhole.org after 3pm on Saturday, September 11th. Donations will be accepted in the Foundation office or online until 5pm on Friday, September 17th.

About Old Bill's Fun Run for Charities

The first event of its kind in the nation, the idea for Old Bill's Fun Run for Charities came from an anonymous couple that has so far provided \$7 million in matching funds over fourteen years to encourage local philanthropy. Through the event, produced annually by the Community Foundation of Jackson Hole, the community has raised more than \$67.5 million to benefit local charities. Last year, Old Bill's Fun Run for Charities 2009 raised nearly \$7 million for almost 200 local nonprofits with 3,300 people running, walking or wheeling in the event.

About The Community Foundation of Jackson Hole

For over 20 years, the Community Foundation of Jackson Hole has worked with donors and nonprofits to enrich all aspects of our community, granting over \$100 million. The Foundation enables donors to establish personal philanthropic funds including donor advised, endowment, field of interest and legacy funds to facilitate their giving.

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