



## **Sustainability Initiatives at the Fort Collins Cycling Festival**

### *– Minimize our Carbon Footprint*

Though the celebration and promotion of cycling, the Fort Collins Cycling Festival is making the statement that our preferred mode of travel is carbon free. However, the carbon we do produce during our event will be offset through local award winning organization Trees, Water & People. Trees, Water & People directs carbon offsetting funds to build fuel efficient stoves in Central America.

### *– Put waste in its Place*

Waste is a resource misplaced. The Fort Collins Cycling Festival will minimize our waste through aggressive composting and recycling systems. We need your help, please take the time and place cups, bottles, and other disposables in the right place so they may see another life down the line. In addition, this is a Leave No Trace 'pack it in, pack it out event.'

### *– Reuse and Reduce*

Conservation of resources is the most effective way to 'green' the Fort Collins Cycling Festival. By creating less waste we reach the maximum environment benefit by simply holding back. Please conserve materials through reusing 'disposables' more than once, encourage reusable water bottles and cut back on 'SWAG' that will end up on our festival grounds.

### *– Live like a ZeroHero Everyday*

It is heroic to live with low-impact and to see yourself as part of a connected global community. No over thinking required – nothing is more powerful than what Gandhi consider 'reducing oneself to zero.' We encourage you to take the Fort Collins Cycling Festival sustainability initiatives into your own home and business.

