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## PRESS RELEASE



# Powerade Monterrey Marathon is declared Climate Neutral

- The Powerade Monterrey Marathon reaffirms its social and environmental commitment for its 14th edition.

**Monterrey, Mexico, July 24th, 2019.-** The Powerade Monterrey Marathon, an initiative organized by Arca Continental, one of the largest Coca-Cola bottlers in the world and the Asociación de Clubes de Corredores de Nuevo León, has been certified as Climate Neutral by the United Nations.

The UN's certification implies three steps: measure emissions, reduce them as much as possible, and offset them with Certified Emissions Reductions (CERs). The Powerade Monterrey Marathon is the first race in Mexico to receive such certification. It achieved this goal by recycling 80% of the waste produced during the event itself and by offsetting another 20% with CERs.

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These measures are aligned with the Paris Agreement and the United Nations Framework Convention on Climate Change (UNFCCC).

In addition to the UN Certification, the Powerade Monterrey Marathon obtained the Gold recognition granted by the Council for Responsible Sport for its planning and communication efforts, procurement, resource management, efforts to improve access and equality, and a legacy for the community aimed at mitigating the environmental impact and increasing its social benefits. For the 14th edition of the marathon, which will take place on December 8th, the organizers expect to repeat the results of the last edition in terms of social responsibility and environmental stewardship.

In addition, the marathon's route has been certified by the Association of International Marathons and Distance Races (AIMS) and meets qualifying standards for the World Championship of Amateur Marathons and the Boston Marathon.

There were 9,000 runners in last year's race, and they are hoping to achieve the same level of participation this year.

The Powerade Monterrey Marathon, in addition to the sponsorship or organization of thousands of sport events are initiatives aimed at promoting sports and physical activation as well as a healthy and active lifestyle.

### **About Arca Continental**

Arca Continental produces, distributes, and markets non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding history spanning 93 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the largest in the world. Through its Coca-Cola franchise, the company serves more than 123 million people in the Northern and Western regions in Mexico, as well as in Ecuador, Peru, in the Northern region of Argentina, and in the Southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the ticker "AC". For more information about Arca Continental, please visit [www.arcacontal.com](http://www.arcacontal.com)