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LONDON MARATHON EVENTS WORKING WITH TREES NOT TEES TO OFFER OPT-OUT OF T-SHIRT AT RUNNING EVENTS

- **Participants at the TCS London Marathon offered Trees Not Tees opt-out for the first time**

London Marathon Events (LME) announced today (Tuesday 28 March) that it will be working with Trees Not Tees throughout 2023 to offer participants in its running events, including the TCS London Marathon, the option to opt out of receiving an official finisher's T-shirt and have a tree planted instead.

The scheme is part of LME's ongoing commitment to reduce its environmental impact and will see Trees Not Tees plant a sapling in its sustainable reforestation project in the UK for everyone who takes up this option. In return, participants will receive a personalised digital certificate, including a photo of their tree – and a what3words geolocation so they can visit their tree if they'd like to.

LME's work with Trees Not Tees is one of several sustainability initiatives for 2023 aimed at reducing the environmental impact of its events, with a particular focus on lowering carbon emissions, cutting waste and improving circularity. Full details of the sustainability initiatives around the 2023 TCS London Marathon will be announced in April.

Hugh Brasher, Event Director at LME, said: "We are fully committed to reducing our environmental impact and we're working to introduce more initiatives every year to achieve this. We know that finisher's T-shirts are an important part of many people's event experience, but we also know that many of our participants share our passion for environmental sustainability.

"Working with Trees Not Tees to offer the option to have a tree planted

instead of receiving a T-shirt is the next positive step forward for LME as we continue our commitments to event sustainability.”

The Trees Not Tees option will be offered at the following running events organised by LME that feature finisher T-shirts in 2023:

- TCS London Marathon
- The Big Half
- Vitality London 10,000

One of LME’s long-term objectives is to help drive positive change in environmental sustainability through its own actions and inspire its stakeholders and partners to do the same. More information on environmental sustainability at LME’s events can be found [here](#).

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About London Marathon Events

London Marathon Events (LME) organises a series of mass participation events inspiring more than 200,000 participants every year. Its portfolio of world-class events includes the world’s biggest marathon and the world’s greatest festival of cycling. The mass participation events are:

- Vitality Westminster Mile
- Vitality London 10,000
- Ford RideLondon
- Standard Chartered Great City Race
- The Big Half, New Balance Big Relay and The Big Mile
- Swim Serpentine
- TCS London Marathon and TCS Mini London Marathon
- Brighton Marathon

The London Marathon is the world’s biggest annual one-day fundraising event and has now raised more than £1.1 billion for thousands of charities.

Every year, London Marathon Events gifts its trading surplus to The London Marathon Foundation. Both organisations share a vision of Inspiring Activity and a mission to inspire and enable people to become and remain physically active across all ages, demographics and abilities.

Since 1981, The Trust has made grants totalling in excess of £98.3 million to more than 1,500 projects in London and across the UK that help people to become and remain active.

About Trees Not Tees

Trees Not Tees is an environmental organisation co-founded by Jade Rein and ultra-runner Jim Mann. Trees Not Tees work with event organisers to give participants the option of planting a tree rather than getting a t-shirt they may not wear. Instead of buying too many t-shirts, the event organiser pays for the cost of the t-shirt, and Trees Not Tees plant a tree for the participant instead.

Trees Not Tees plant trees across sites in the UK, always planting the right tree in the right place, meaning that an appropriate species is always planted on appropriate land.

To find out more please visit www.treesnottees.com, or follow us on Facebook, Instagram & Twitter [@treesnottees](#)

For further information, please contact:

Lianne Hogan | Communications Manager | London Marathon Events
e lianne.hogan@londonmarathonevents.co.uk | m +44 (0) 7921 465 111

London Marathon Events media | media@londonmarathonevents.co.uk

