

# **BOLDERBOULDER**

For immediate release | May 6, 2026 | Boulder, CO | Contact: Andy Martin, [Andy@BolderBoulder.com](mailto:Andy@BolderBoulder.com), 317-531-6403

## **COMMEMORATIVE ALUMINUM CUPS TO REPLACE PLASTIC WATER BOTTLES AT BOLDERBOULDER FINISH LINE**

**BOULDER, Colo.** - The **BOLDERBoulder 10K** announced today a major sustainability milestone for the 2026 race, eliminating plastic water bottles at the finish line. The initiative is a collaborative effort with the University of Colorado Boulder.

Beginning with this year's event, all finish-line hydration will transition to a more environmentally friendly model, designed to reduce waste while maintaining the highest standards of participant care.

To ensure the safety and well-being of all participants, each finisher will receive a commemorative aluminum cup filled with water after crossing the finish line. In addition, multiple refill stations will be conveniently located outside the stadium, allowing participants to easily rehydrate following the race. Participants are encouraged to take advantage of the refill stations and to properly reuse or recycle the aluminum cups following use.

The elimination of plastic water bottles is directly in line with ongoing recycling and composting efforts at Folsom Field. With the founding of Ralphie's Green Stampede in 2008, Folsom Field became the first zero-waste football stadium in the nation, and sustainability is a priority for all events held at the venue. This new initiative aligns with broader efforts across the CU Boulder campus and Boulder community to reduce the use of plastics and promote environmentally conscious event operations.

"This is an important step forward for the BOLDERBoulder as we continue to evolve and lead in ways that reflect the values of our community," said race director Cliff Bosley. "Working alongside CU Boulder, we are proud to introduce a solution that reduces our environmental footprint while still prioritizing the health, safety and experience of every participant."

The initiative is supported by Nike, which will serve as the presenting sponsor of the aluminum cups distributed to participants.

"CU Boulder is proud to partner with the BOLDERBoulder, one of our community's most iconic events, to put our shared commitment to sustainability into action," said CU Boulder Chancellor Justin Schwartz. "This initiative reflects how we approach sustainability at CU Boulder: through collaboration, innovation and strong partnerships across our community. By working together, we are reducing environmental impact, enhancing the experience for participants, and demonstrating what is possible when campus and community align to drive meaningful change."

The BOLDERBoulder, the third largest race in the United States and the largest 10K in the world, annually welcomes more than 50,000 participants to Boulder on Memorial Day. The race



finishes inside Folsom Field, where 40,000 spectators celebrate runners as they complete the race.

**Additional sustainability efforts for the 2026 race include:**

- All participant race shirts are made from 100% GRS certified recycled materials, reducing the environmental impact of race apparel production.
- Continued partnership with We Don't Waste to ensure that unused food items from race weekend are redirected to individuals and communities in need of support.

For more information about the 2026 BOLDERBoulder, visit [www.bolderboulder.com](http://www.bolderboulder.com)