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**Running events look to alternatives to water bottles in trash.**

**-Sheffield, MA** A local company is looking to solve the problem faced by every event manager that runs a sporting event: what to do with all those water bottles after the competitors go home. Working in conjunction with a Texas firm that supplies Outdoor Boss portable drinking fountains, LJB Piper is providing an alternative to disposable water bottles for runners in area events, beginning with the Freihofer's Run, Saturday May 31, 2008.

At the starting area will be two Outdoor Boss drinking fountains filled with Stadion™ sports drink concentrate. This 12-electrolyte formula (electroBlast™), created by LJB Piper sparks water and gives the necessary boost for athletes to achieve more stamina and endurance than with sports drinks containing only sodium and potassium. They also made it free of sweeteners so it's diabetic safe and won't contribute to muscle cramping. The product comes in a 2 oz. pocketsize bottle that makes 120 drinks. That saves 120 water bottles from ending up in our overcrowded landfills!

In an effort to make sporting events GREENER, LJB Piper and Go Flow, Inc, manufacturer of the Boss and distributor of Stadion™, are contacting local race planners to encourage them to seek alternatives to the thousands and thousands of bottles discarded at each event. They began their quest at Ironman China last month where one competitor from Hong Kong said, "Race day turned out to be very hot (in the high 30'sC). I was using Stadion™ for the whole race (more than 16 hours!!!) and I have never felt any cramps on my body. I tend to sweat a lot and I have tried different products in the past and I think I have found the ONE!!"

Working with the USATF Adirondack Association personnel, the companies will provide the Outdoor Boss with the Stadion™ electrolytes at several events this summer in an effort to reduce the need for personal disposable water bottles. The electroBlast™ concentrates like Stadion are designed to go into a reusable water bottle and if each competitor and each spectator got into this habit, maybe we wouldn't send so many scrap plastic bottles to the dump. For more information visit [www.stadionsportsdrink.com](http://www.stadionsportsdrink.com).

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