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October 11, 2009

October 10, 2010

## MEDIA RELEASE

### Record fundraising year for the Royal Victoria Marathon pledge charities

(Victoria, BC – November 2, 2009). The eleven charities that participated in the Royal Victoria Marathon 2009 Official Charity Pledge Program (CPP) have raised \$150,629 - a record year for the program. This is the fourth year that the highly successful Charity Pledge Program has been adopted by the Royal Victoria Marathon. Since 2006, \$282,075 has been raised by the combined charities.

The charities raise awareness and funds by encouraging individuals to run or walk for their individual cause, and by collecting pledges. The 11 charities are the BC Cancer Foundation, the BC Lung Association, Canadian Diabetes Association, C-FAX Santas Anonymous, CHOICES Adoption and Counselling, Every Step Counts, Fetal Alcohol Spectrum Disorder Community Circle, Habitat for Humanity, Mount St. Mary Foundation, Raincoast Conservation Foundation and Victoria Women's Transition House.

"Thanks to the tremendous efforts from the charities the dollars raised went from \$52,000 last year to over \$150,000 in 2009", said Cathy Noel, General Manager of RVM. "More and more participants are running for charity which is fantastic. Next year our goal is \$200,000 and we are looking forward to receiving applications for inclusion in the 2010 Charity Pledge Program".

The top three fundraisers in the Charity Pledge Program were: Lucy Dumont from Mount St. Mary Foundation who raised \$9,245.00; Deb Antipon for the Victoria Women's Transition House - \$4,617.00, and Carter Quested for C-FAX Santas Anonymous - \$4,678.00.

Application forms and selection criteria for the 2010 RVM Charity Pledge Program is on the RVM website at: [www.royalvictoriamarathon.com/sponsors/charities.php](http://www.royalvictoriamarathon.com/sponsors/charities.php). Deadline to apply is December 15, 2009.

The 31<sup>st</sup> Annual Royal Victoria Marathon takes place Sunday, October 10, 2010; in addition to the Marathon there is a Half Marathon, 8K Road Race and Thrifty Foods Kids Run & Marathon. For more details, visit [www.royalvictoriamarathon.com](http://www.royalvictoriamarathon.com).

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