

GoodLife Fitness Victoria Marathon
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October 9, 2011

October 7, 2012

MEDIA RELEASE

Record fundraising year for the GoodLife Fitness Victoria Marathon

(Victoria, BC – November 4, 2010). The GoodLife Fitness Victoria Marathon raised a record amount for charities this year. The combined total from the Charity Pledge Program, donations from the Victoria Marathon Society and participant donations is over \$470,000. The 2010 event, which also had a record number of participants, was held on October 10th.

The Marathon has four official charities: KidSport Victoria, CanWest Raise-a-Reader, GoodLife Kids Foundation and the Kilee Patchell-Evans Autism Research Group.

Eighteen charities also participated in the 2010 Charity Pledge Program – the fifth year that this program has been adopted by the Marathon. “We are very proud of all 18 charities that participated in the Program this year,” says Cathy Noel, General Manager of the GoodLife Fitness Victoria Marathon. “The energy, enthusiasm and creativity that the representatives put in was outstanding and it made a huge difference to the fundraising total. Our goal was \$250,000 for the CPP total, and we reached \$329,925.” This brings the total monies raised by CPP since 2006 to \$612,000.

“There are two things Victorians are really good at – running and giving back to their community,” says Al Ferraby, Honorary Chair of the Charity Pledge Program. “Victorians proved this yet again with big numbers and record times on October 10th, and a record amount of money raised for charities they really care about.”

The CPP charities raise awareness and funds by encouraging individuals to run or walk for their individual cause, and by collecting pledges. The 18 charities are the BC Cancer Foundation, the BC Lung Association, Big Brothers Big Sisters, Canadian Diabetes Association/Team Diabetes, Capital Families Association, C-FAX Santas Anonymous, CHOICES Adoption and Counselling, Every Step Counts, Fetal Alcohol Spectrum Disorder Community Circle, KidSport Victoria, Lifetime Networks, Missing Children’s Society, Mount St. Mary Foundation, Raincoast Conservation Foundation, The Arthritis Society – Joints in Motion, Threshold Housing Society, Victoria Women’s Transition House and Victoria Women’s Sexual Assault Centre.

The top three fundraisers in the Charity Pledge Program were: Christy Smith from Victoria Women’s Sexual Assault Centre who raised \$12,440; Sheila Elworthy from Big Brothers Big Sisters - \$7,675 and Sister Lucy Dumont from Mount St. Mary Foundation - \$6,001.53.

“We will be accepting four new charities to the 2011 program and the deadline for submissions is the end of November,” says Noel. “All of the charities helped each other through a mentor program we started this year which worked well. Each charity is unique in the services they provide, which is certainly something we consider when we choose our charity partners.”

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Application forms and selection criteria for the 2011 Charity Pledge Program can be found on our website at: www.runvictoriamarathon.com/sponsors/charities.php. The deadline to apply is November 30th, 2010.

The 32nd Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 9th, 2011; in addition to the Marathon there is a Half Marathon, 8K Road Race and Thrifty Foods Kids Run & Marathon. For more details, visit www.runvictoriamarathon.com.

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