

GoodLife Fitness Victoria Marathon  
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October 9, 2011

October 7, 2012

## MEDIA RELEASE

### **GoodLife Fitness Victoria Marathon launches 2011 Charity Pledge Program**

(Victoria, BC – June 2, 2011). The GoodLife Fitness Victoria Marathon 2011 Times Colonist Charity Pledge Program (CPP) was officially launched today. This is the sixth year that the highly successful program has been adopted by the Marathon and 22 charities will be participating this year. Since 2006, \$612,000 has been raised by the combined charities. The 2011 GoodLife Fitness Victoria Marathon will be held on Sunday, October 9, 2011.

The charities raise awareness and funds by encouraging individuals to run or walk for their individual cause, and by collecting pledges. The 22 charities are the BC Cancer Foundation, Beacon Community Services (FASD), Big Brothers Big Sisters of Victoria, British Columbia Schizophrenia Society – Victoria Branch, C-FAX Santas Anonymous, CHOICES Adoption and Counselling, Every Step Counts, KidSport Greater Victoria, Lifetime Networks Victoria, Missing Children Society of Canada, Mount St. Mary Foundation, Need2 Suicide Prevention Education & Support, Pacific Centre Family Services Association, Raincoast Conservation Foundation, Raise-A-Reader, Recreation Integration Victoria, The Arthritis Society - Joints In Motion, Threshold Housing Society, TLC – The Land Conservancy, Victoria Hospice and Palliative Care Foundation, Victoria Women's Sexual Assault Centre and Victoria Women's Transition House Society.

“Each year the Charity Pledge Program gets bigger and better. In not only the amount of money that is raised but the increase in awareness that every dollar pledged makes a difference to our charity partners,” says Cathy Noel, General Manager, GoodLife Fitness Victoria Marathon. “Each of the charities involved in the program work together sharing their experiences as to what works when it comes to fundraising and pledge collecting. We all face challenges in our lives and with the Times Colonist Charity Pledge Program’s slogan – “Make your next challenge count” we want our participants to stop, breathe and make that conscious decision to contribute to one of the charities and make a difference. Our goal this year is \$500,000 – an ambitious goal but we know it is achievable.”

“We are extremely delighted to be involved with the Times Colonist Charity Pledge Program,” says Mandy Parker, Executive Director, Mount St. Mary Foundation. “It is our biggest fundraising event and provides us with a platform to engage our constituents, a means for them to participate in something completely different; it promotes health and fitness and enables individuals to raise money for a good cause. To date, we’ve raised over \$200,000 and this year we’ve set a lofty goal of \$100,000. We encourage everyone to walk, run or pledge in the Charity Pledge Program – just get involved.”

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For the first time the Charity has a title sponsor, the Times Colonist. "The Times Colonist is pleased to support our community and the 22 charities that will benefit from the Charity Pledge Program this year," says Shannon Kowalko, Promotions and Community Relations Manager, Times Colonist. The GoodLife Fitness Victoria Marathon has developed a unique and powerful fundraising opportunity for organizations to not only raise funds but to also increase awareness. We are truly excited to be a part of this program."

The 32<sup>nd</sup> Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 9<sup>th</sup>, 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](http://www.runvictoriamarathon.com).

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