

GoodLife Fitness Victoria Marathon
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October 10, 2010

October 9, 2011

MEDIA RELEASE

GoodLife Fitness Victoria Marathon launches 2010 Charity Pledge Program

(Victoria, BC – June 10, 2010). The GoodLife Fitness Victoria Marathon 2010 Charity Pledge Program (CPP) was officially launched today. This is the fifth year that the highly successful program has been adopted by the Marathon and 18 charities will be participating this year. Since 2006, \$282,075 has been raised by the combined charities. The 2010 GoodLife Fitness Victoria Marathon will be held on Sunday, October 10, 2010.

The 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 of Victoria, 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, Lifetime Networks Victoria, Missing Children Society of Canada, Mount St. Mary Foundation, Raincoast Conservation Foundation, The Arthritis Society - Joints In Motion, Threshold Housing Society, Victoria Women's Sexual Assault Centre and Victoria Women's Transition House.

“As the CPP continues to grow, the reach and the impact of our event is tremendous. The charities work so hard to put together a team of runners and walkers and these core groups keep expanding,” says Cathy Noel, General Manager of the GoodLife Fitness Victoria Marathon. “The dollars that are coming in as a result of this program will be close to \$300,000 which is double in comparison to last year.”

In 2009, 11 charities participated in the Charity Pledge Program and raised a record \$150,629. The top two fundraisers were: Lucy Dumont from Mount St. Mary Foundation who raised \$9,245.00 and Carter Quested for C-FAX Santas Anonymous - \$4,678.00.

“We are extremely delighted to be involved with the GoodLife Fitness Victoria Marathon 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 \$110,000 and this year we've set a lofty goal of \$80,000. We encourage everyone to walk, run or pledge in the GoodLife Victoria Marathon Charity Pledge Program – just get involved.”

Presented by



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Noel is putting out a challenge for all participants to get involved in the program. "I wish everyone in this year's event the best of success and challenge every participant to choose their cause from the 18 CPP charities, and forgo a cup of coffee a week or a lunch out and pledge for one of the charities".

The 31st Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 10, 2010. The Victoria Marathon is ranked number one in Canada for most Boston Marathon qualifiers and number two in Canada of top Boston Marathon qualifying races. For the second year it will host the 2010 Provincial Marathon Championships. 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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