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October 10, 2010

October 9, 2011

## MEDIA RELEASE

### **GoodLife Fitness named Title Sponsor of the Victoria Marathon**

(Victoria, BC – May 27, 2010) The Victoria Marathon Society today announced that the Royal Victoria Marathon has secured a Title Sponsor. GoodLife Fitness has acquired the title rights for three years to cover the 2010, 2011 and 2012 events. The Royal Victoria Marathon will now be known as the GoodLife Fitness Victoria Marathon.

“We are looking forward to working with GoodLife Fitness to spread the word about the Victoria Marathon,” says Cathy Noel, General Manager of the Victoria Marathon. “With the GoodLife partnership we will become a destination event for active people across the country. The impact that our event will have on our Official Charities is very exciting. We will be working with GoodLife’s two charities – GoodLife Kids Foundation and the Kilee Patchell-Evans Autism Research Group. With their contribution and the Victoria Marathon’s Charity Pledge Program, the total impact on charities could be over \$400,000 this year alone.”

“The Victoria Marathon is one of the premiere athletic events in Canada and as the largest Fitness club chain in Western Canada, GoodLife Fitness is thrilled to be partnering as the lead sponsor of this prestigious event,” said David Patchell-Evans, GoodLife Founder & CEO. “Competing in a marathon is a unique experience for all participants as they enjoy the city, its beauty and energy. Whether you are a first time marathoner accomplishing a significant goal, or a seasoned runner adding to your list of accomplishments, you are reinforcing your dedication to having the good life for yourself and inspiring others.”

Rob Reid, Victoria Marathon Race Director, has known Patchell-Evans for many years. “He has had tremendous success in building his business, and we are proud to partner up in our quest to promote health, fitness and charity building. Participants will be pleased to see how this new partnership unfolds.”

This is the first time that the Victoria Marathon has acquired a title sponsor in its 31-year history. “I am thrilled with the merger of a first-class running event with a blue-chip fitness business, both of which have a vision of exercise, good health and well-being,” says Bob Reid, President of the Victoria Marathon Society.

Reid, who also manages the elite athlete component of the Victoria Marathon, is looking forward to attracting more runners from Eastern Canada by leveraging initiatives with the GoodLife Fitness Toronto Marathon. “The GoodLife Fitness Victoria Marathon, held in October, will unite with the GoodLife Fitness Toronto Marathon – which moves from an October event in 2010 to

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 **new balance**

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May 2011 and 2012 – to cross-promote both events and present an opportunity for runners from east and west of Canada to compete in both marathons at a reduced rate.

Reid also sees an economic benefit. “There is no doubt that participants, volunteers, spectators, organizing committees and the cities of Victoria and Toronto will see a large increase financially and a value-added opportunity with this association of two successful enterprises.”

The 31<sup>st</sup> 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](http://www.runvictoriamarathon.com).

GoodLife Fitness is Canada’s largest and most successful Fitness company with over 275 locations across Canada and the largest Fitness club chain in Western Canada. This year GoodLife will celebrate 31 years in business, and was recently honoured with Canada’s 10 Most Admired Corporate Cultures award and awarded Platinum Club member, *Canada’s 50 Best Managed Companies* honouring seven consecutive years of outstanding management and fiscal performance. One in 45 Canadians is a GoodLife Member! GoodLife is excited to be expanding in Victoria – their first location on Tyee Road is located near Dockside Green and their second location at the Bay Centre that will be opening this fall. [www.goodlifefitness.com](http://www.goodlifefitness.com).

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