

Royal Victoria Marathon  
Box 675, 185 - 911 Yates Street  
Victoria BC V8V 4Y9  
Phone: 250.658.4520  
Fax: 250.658.4580



Email: [info@royalvictoriamarathon.com](mailto:info@royalvictoriamarathon.com)  
Web: [www.royalvictoriamarathon.com](http://www.royalvictoriamarathon.com)

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## MEDIA RELEASE

### **Royal Victoria Marathon announces 18 Charities to participate in the 2010 Charity Pledge Program**

(Victoria, BC – March 15, 2010). Eighteen charities will be participating in the 2010 Royal Victoria Marathon Charity Pledge Program. This is the fifth 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 2010 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.

"We are excited about the diversity of the charities and the energy of the groups this year, as they participate and recruit walkers and runners to take part in the Marathon, Half Marathon and 8K Road Race," says Cathy Noel, General Manager of the Royal Victoria Marathon. "The fundraising goal for this year is \$250,000, up from \$150,000 last year. We are also delighted that Al Ferraby from C-FAX 1070 is back as our Honorary Chair and will be participating in the Half Marathon." More information about the charities can be found on the RVM website at [www.royalvictoriamarathon.com/sponsors/charities.php](http://www.royalvictoriamarathon.com/sponsors/charities.php).

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.

The 31<sup>st</sup> Annual Royal Victoria Marathon takes place Sunday, October 10, 2010. The Marathon is ranked number one in Canada for most Boston Marathon qualifiers and number two in Canada of top Boston Marathon qualifying races. 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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For more information contact:

Cathy Noel  
General Manager  
Royal Victoria Marathon  
250-213-7613  
[cathy@royalvictoriamarathon.com](mailto:cathy@royalvictoriamarathon.com)

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