

GoodLife Fitness Victoria Marathon  
Box 675, 185 - 911 Yates Street  
Victoria BC V8V 4Y9  
Phone: 250.658.4520  
Fax: 250.658.4280



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

October 9, 2011

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## MEDIA RELEASE

### GoodLife Fitness Victoria Marathon Early Bird Registration Deadline – July 15

(Victoria, BC – July 13, 2011) The early bird registration deadline for the GoodLife Fitness Victoria Marathon is just two days away – on July 15. To date, over 4,300 registrations have been received for all four events – the Marathon, Half Marathon, 8K Road Race and the Thrifty Foods Kids Run & Marathon. It is expected that there will be an increase in registrations over the next two days before the regular registration fees apply.

All four races have been capped – in 2009 and 2010 the Half Marathon sold out prior to race day. The Marathon is capped at 4,000; Half Marathon at 6,800; 8K Road Race at 4,000 and the Thrifty Foods Kids Run & Marathon at 1,000.

“Now is the perfect time to lace up your shoes and get out the door and start walking and running towards your existing goal, or new goal, of participating in one of the events at the GoodLife Fitness Victoria Marathon,” says Cathy Noel, General Manager. “Every day we can find excuses not to exercise and we have to stop looking. Having participated and exhibited at marathon events around North America we are so lucky to have such a beautiful backyard to train in. I challenge you to sign up now, set your goal and work towards it! I promise you won’t regret it and you won’t be lonely in your journey leading up to and including Race Day on Sunday, October 9<sup>th</sup>.”

Over the last ten years the event – through its Official Charities and the Times Colonist Charity Pledge Program – has raised over \$870,000. The goal in 2011 is to exceed \$1.3 Million. The four official charities are KidSport Greater Victoria, Raise A Reader, GoodLife Kids Foundation and the Kilee Patchell-Evans Autism Research Group. In addition there are 22 charities in the Times Colonist Charity Pledge Program.

The early bird marathon entry fee is \$95. The deadline also applies to the Half Marathon and the 8K Road Race where the fees are \$70 and \$35. After July 15 regular registration fees will apply – \$105 for the Marathon, \$80 for the Half Marathon and \$40 for the 8K Road Race. The entry fee for the Thrifty Foods Kids Run & Marathon remains at \$15 until October 8.

The 32<sup>nd</sup> Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 9<sup>th</sup>, 2011. For the third year in a row it will host the 2011 Provincial Marathon Championships. There is \$37,300 available in prize money with \$3,000 each going to the top male and female and a \$5,000 bonus for a new men’s or women’s course record. In 2006, Steve Osaduik broke a 25-year record by winning the Marathon in 2:16:49. For more details, visit [www.runvictoriamarathon.com](http://www.runvictoriamarathon.com).

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For more information contact:

Louise Hodgson-Jones  
Media Liaison  
GoodLife Fitness Victoria Marathon  
250-812-2518  
[media@runvictoriamarathon.com](mailto:media@runvictoriamarathon.com)

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