

GoodLife Fitness Victoria Marathon
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October 7, 2012

October 13, 2013

MEDIA RELEASE

GoodLife Fitness Victoria Marathon Announces 2011 Charity Totals

(Victoria, BC – November 16, 2011). The GoodLife Fitness Victoria Marathon has announced its charity fundraising totals from the 2011 event. The combined total from the Times Colonist Charity Pledge Program, donations from the Victoria Marathon Society and participant donations totaled \$319,500. The 2011 event was held on Sunday, October 9th.

The Marathon has four Official Charities: KidSport Victoria, Postmedia Raise-a-Reader, GoodLife Kids Foundation and the Kilee Patchell-Evans Autism Research Group.

Twenty two charities also participated in the 2011 Times Colonist Charity Pledge Program (CPP) – the sixth year that this program has been adopted by the Marathon. “The 22 charities worked hard to recruit and support new runners and walkers to the event this year, and at the same time give those participants the option to collect pledges, with 100% of those pledges going to the charity,” says Cathy Noel, General Manager of the GoodLife Fitness Victoria Marathon. “The CPP raised over \$180,000 this year bringing the total monies raised by the Program since 2006 to \$792,000. Congratulations and thank you to friends, families and colleagues that supported the participants in not only their goal to cross the finish line but also their fundraising goals.”

The CPP charities raise awareness and funds by encouraging individuals to run or walk for their individual cause, and by collecting pledges. The 22 charities were the BC Cancer Foundation, BC Schizophrenia Society - Victoria Branch, Beacon Community Services (FASD), Big Brothers Big Sisters of Victoria, CFAX 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 and Support, Pacific Centre Family Services Association, Postmedia Raise-A-Reader, Raincoast Conservation Foundation, Recreation Integration Victoria, The Arthritis Society - Joints In Motion, TLC The Land Conservancy, Threshold Housing Society, Victoria Hospice and Palliative Care Foundation, Victoria Women's Sexual Assault Centre, and Victoria Women's Transition House Society.

The top three fundraisers in the Times Colonist Charity Pledge Program were: Archie Louis from KidSport Victoria who raised \$11,475; Sister Lucy Dumont from the Mount St. Mary Foundation - \$9,202, and Sheila Elworthy from Big Brothers Big Sisters - \$8,615.

“I am looking forward to the 2012 Charity Pledge Program and helping large and small charities in our community to raise money for their cause. Now is the time to apply,” says Noel.

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Application forms and selection criteria for the 2012 Charity Pledge Program can be found on www.runvictoriamarathon.com/sponsors/charities.php. The deadline to apply is Friday, December 9, 2011.

The 33rd Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 7th, 2012; 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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