

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 10, 2010

October 9, 2011

## MEDIA RELEASE

### **GoodLife Fitness Victoria Half Marathon Sold Out Registration Totals Exceed 2009**

(Victoria, BC – September 27, 2010) With less than two weeks to go until the 31<sup>st</sup> Annual GoodLife Fitness Victoria Marathon, the Half Marathon has sold out, reaching its cap of 6,800. Registration totals to date have also exceeded the total number of registrations received in 2009 with 12,584 registered in all events, an increase of 300 over last year.

“We expected to reach the Half Marathon cap,” says Cathy Noel, General Manager. “The half marathon distance is the fastest growing in North America so we are following a very popular trend. To see a record number of registrations with 13 days to go proves the popularity of our event, and it is likely that we will see another surge before race day.”

With the Half Marathon sold out, entries will only be accepted in the Marathon and 8K Road Race. In 2009 some runners, disappointed at not getting into the Half Marathon, entered the Marathon and ran the Half. “These runners will be disqualified,” says Noel. Registration transfers are also not allowed. “We can’t have people giving or selling their entry to another person for medical and safety reasons. If someone wears another person’s bib, and they for some reason collapse on course, we won’t know who that person is.”

The Marathon numbers are also strong with over 2,900 entries and the 8K Road Race has 2,400. Noel urges those thinking about entering these races to do so soon as there is a good chance they will also sell out. The registration fees are \$130 for the Marathon and \$45 for the 8K Road Race. The Thrifty Foods Kids Run & Marathon remains at \$15 until October 9.

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. There is \$26,000 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. 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).

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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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