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## MEDIA RELEASE

### GoodLife Fitness Victoria Marathon Registration Numbers Increase as Regular Registration Deadline Approaches

(Victoria, BC – September 13, 2010) Registration numbers for the GoodLife Fitness Victoria Marathon continue to increase as the regular registration deadline approaches on September 15. To date over 11,000 registrations have been received for all four events – the Marathon, Half Marathon, 8K Road Race and the Thrifty Foods Kids Run & Marathon, an increase of over 1,000 over the same time in 2009. It is expected that the number will increase considerably over the next two days as runners take advantage of the regular rate.

“It is amazing to watch the totals on the website for all of the events increase daily,” says Cathy Noel, General Manager. “Our weekend of events touch so many people including the participants, families, charities, local business and hotels, volunteers, the patient residents along the course...the list goes on.”

With less than four weeks to race day it is expected that some of the races may fill up. “Don’t wait too long and then find out that there isn’t any room in the distance that you want. We only have 650 places left in the Half Marathon so register now to avoid disappointment.”

The regular marathon entry fee is \$105. The deadline also applies to the Half Marathon and the 8K Road Race where the fees are \$80 and \$40. After September 15 late registration fees will apply – \$130 for the Marathon, \$90 for the Half Marathon and \$45 for the 8K Road Race. The entry fee for the Thrifty Foods Kids Run & Marathon remains at \$15 until October 9.

Volunteers are still needed in many areas. “We are inviting groups and individuals to register on our website to volunteer either to help stuff race packages, during race package pick-up and on race day as a marshal, aid station volunteer, or entertainment along the course, says Noel.

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 Osaduk 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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