

GoodLife Fitness Victoria Marathon
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MEDIA RELEASE

GoodLife Fitness Victoria Marathon announces 23 Charities to participate in the 2011 Charity Pledge Program

(Victoria, BC – February 17, 2011). Twenty three charities will be participating in the 2011 GoodLife Fitness Victoria Marathon Charity Pledge Program. This is the sixth year that the highly successful Charity Pledge Program has been adopted by the GoodLife Fitness Victoria Marathon. In 2010, 18 charities participated in the Charity Pledge Program and raised a record \$329,925. Since 2006, \$612,000 has been raised by the combined charities.

The charities raise awareness and funds by encouraging individuals to run or walk for their individual causes, and by collecting pledges. The 23 charities are the BC Cancer Foundation, BC Schizophrenia Society - Victoria Branch, Beacon Community Services (FASD), Big Brothers Big Sisters of Victoria, Capital Families Association, C-FAX Santas Anonymous, CHOICES Adoption and Counselling, Every Step Counts, KidSport Greater Victoria, Lifetime Networks Victoria, Missing Children Society of Canada, Mount St. Mary Foundation, Need 2, Raincoast Conservation Foundation, Raise-A-Reader, Recreation Integration Victoria, The Arthritis Society - Joints In Motion, The Cridge Centre for the Family, The Land Conservancy of BC (TLC), Threshold Housing Society, Victoria Hospice and Palliative Care Foundation, Victoria Women's Sexual Assault Centre and Victoria Women's Transition House Society.

"The CPP allows charities, both large and small to benefit from a partnership with our event and not have to worry about the event operations," says Cathy Noel, General Manager of the GoodLife Fitness Victoria Marathon. "Their whole focus is to recruit participants and pledge collectors and in return the marathon benefits from the charities being ambassadors of event weekend. It is a win-win! This year we had more charities apply than spots available which is an excellent position to be in. We are looking forward to helping the charities raise over \$600,000 in 2011 and reaching our registration goals of 15,800 participants. We can do it together!"

The 32nd Annual GoodLife Fitness Victoria Marathon takes place Sunday, October 9, 2011. The Marathon was named the Best Marathon (Western Canada) in Get Out There Magazine's 2010 Readers' Choice Awards. In 2010, the Marathon was ranked number two in Canada of top Boston Marathon qualifying races and number three in Canada for most Boston Marathon qualifiers by MarathonGuide.com. In addition to the Marathon there is a Half Marathon, 8K Road Race and the Thrifty Foods Kids Run & Marathon. For more details, visit www.runvictoriamarathon.com

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