



## MEDIA RELEASE

### **Dairyland® Sprints Ahead as Sponsor of GoodLife Fitness Victoria Marathon *The Ultimate Chocolate Milk® Optimizes Race Recovery***

**(Victoria, BC – March 28, 2011)** Dairyland® has announced a multi-level sponsorship of the GoodLife Fitness Victoria Marathon. Celebrating 32 years, the 2011 race takes place Sunday, October 9.

“Dairyland® milk is a Vancouver Island tradition, so it was only fitting that we take part in one of the premier running events in the region” said Shafia El-Zammar, Marketing Manager for the Dairyland® brand. “This partnership underlines our commitment to sport in Canada and the role dairy can play in supporting both active living and sports recovery.”

Dairyland® is a Gold Sponsor and the Official Dairy Sponsor of the event providing milk, yogurt and cheese samples to participants. The Ultimate Chocolate Milk®, proven to improve recovery by providing electrolytes, protein and carbohydrates, will sponsor The Ultimate Recovery Zone, where runners can relax and re-fuel post-race. For more information, visit [theultimatemilk.ca](http://theultimatemilk.ca).

Dairyland® is also the title sponsor of the Elite Athlete Program. The GoodLife Fitness Victoria Marathon has a strong tradition of attracting local, provincial, national and international elite athletes. Dairyland’s sponsorship of the program will enable this important component of the event to grow and attract high-calibre athletes, who will continue to inspire and be role models for runners of all abilities.

“This event has been growing strong for 32 years thanks to the support of devoted volunteers, runners and sponsors,” said Cathy Noel, General Manager, GoodLife Fitness Victoria Marathon. “We’re thrilled to welcome Dairyland® – a brand with a rich west coast heritage – and the Ultimate Chocolate Milk®, to the race and look forward to working together to offer participants an enhanced race experience.”



### **About The GoodLife Fitness Victoria Marathon**

The 32<sup>nd</sup> 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](http://www.runvictoriamarathon.com)

### **About Dairyland®**

For over 90 years, Dairyland® has consistently delivered wholesome dairy products to meet the needs of today's families from nutritious milk produced by local farmers to creamy yogurts, cottage cheeses and creams. Dairyland® 'Fresh is never far' is part of the Saputo family of brands. For more information, visit [www.dairyland.ca](http://www.dairyland.ca).

### **About Saputo**

Saputo produces, markets and distributes a wide array of products of the utmost quality, including cheese, fluid milk, yogurt, dairy ingredients and snack-cakes. Saputo is the 12<sup>th</sup> largest dairy processor in the world, the largest in Canada, the third largest in Argentina, among the top 3 cheese producers in the United States and the largest snack-cake manufacturer in Canada. Our products are sold in more than 40 countries under well-known brand names such as *Saputo, Alexis de Portneuf, Armstrong, Baxter, Dairyland, Danscorella, De Lucia, Dragone, DuVillage 1860, Frigo Cheese Heads, Kingsey, La Paulina, Neilson, Nutrilait, Ricrem, Stella, Treasure Cave, hop&go, Rondeau* and *Vachon*. Saputo is a publicly traded company whose shares are listed on the Toronto Stock Exchange under the symbol SAP.

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