

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
Web: www.runvictoriamarathon.com

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MEDIA RELEASE

38th Annual GoodLife Fitness Victoria Marathon Announces Event Initiatives for 2017

(Victoria, BC – May 11, 2017) The 38th Annual GoodLife Fitness Victoria Marathon will be an official Canada 150 event, it was announced today at the official launch. The event – held on Sunday, October 8 – will also see a course change in the 8K and new start times for the three races. Now in its 12th year, the CHEK Charity Pledge Program charities were also announced.

With Canada celebrating its 150th birthday this year, the GoodLife Fitness Victoria Marathon has been selected to be an official event. “We are so excited about being named a Canada 150 event,” said Cathy Noel, General Manager. “On race day we will see a travelling road show descend on downtown as part of the finish line festival.”

For the fourth year CHEK News will be the title sponsor of the Charity Pledge Program (CPP). Since 2006 CPP has raised over \$1.7 million by fundraising and donations. The charities raise awareness and funds by encouraging individuals to run or walk for their individual causes, and by collecting pledges. Eleven charities will take part in the program this year: Autism Speaks Canada, BC Cancer Foundation, Cerebral Palsy BC, Greater Victoria Housing Society, KidSport Victoria, Lifetime Networks, MOVE Adapted Fitness & Rehabilitation Society of BC, NEED 2, Parent Project Muscular Dystrophy, Special Olympics BC, and Victoria Hospitals Foundation.

The Marathon also has three Official Charities: KidSport Greater Victoria, GoodLife Kids Foundation and the Pacific Autism Family Network.

The 8K Road Race will see a course change. Now in its 31st year, the route will start at Humboldt and Government, in front of the Fairmont Empress and will follow the Marathon and Half Marathon course to Beacon Hill, returning along Dallas Road to the finish line on Belleville. “Changing it from the old out-and-back course means that the 8K runners will have the same experience as the marathoners and half marathoners, and benefit from the crowd support on the route,” says Noel. The start time will also change to 8:50 am. The Marathon and Half Marathon start times are also changing to a joint start of 8 am. “The marathoners now don’t have to wait until 8:45 am to start, and the elite half marathoners will finish at the approximate same time as the lead 8K runners, which makes for an exciting finish line.”

With the Marathon, Half Marathon and 8K Road Race selling out last year, the caps have been raised to 1,500 (Marathon), 3,500 (Half Marathon) and 2,750 (8K). The Marathon Relay can have 60 teams of two to five people. The Thrifty Foods Kids Run cap is 1,150.

“We have 700 more registrations this year compared to this time last year,” Noel announced. “The Marathon is already a third full with 545 registered, the Half has 890, and the 8K – 300, so we are excited to see that people are thinking ahead and registering early.”

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The current registration fee for the Marathon is \$100, the Half Marathon is \$75, 8K Road Race is \$35, the Marathon Relay is \$300/team and the Thrifty Foods Kids Run is \$18.

To register:

www.runvictoriamarathon.com

For more details on the CHEK Charity Pledge Program:

<http://runvictoriamarathon.com/fundraising/>

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For more information contact:

Cathy Noel
General Manager
778-677-5786
cathy@runvictoriamarathon.com

Louise Hodgson-Jones
Media Liaison
250-812-2518
media@runvictoriamarathon.com

Background

The GoodLife Fitness Victoria Marathon is owned and operated by the Victoria Marathon Society, a not-for-profit organization. For the ninth year in a row the event will host the BC Marathon Championships. The Men's course record was set in 2013 by Lamech Mokono in 2:13:42 and the Women's by Lucy Njeri in 2011 (2:37:56). Natasha Wodak-Fraser set the women's Half Marathon record in 2012 (1:14:06). The Men's Half Marathon record is held by Jon Brown (2002 – 1:02:32). Gary Barber holds the men's 8K Road Race course record (1989 – 23:23), and Ulla Marquette holds the women's record (1991 – 26:24).