



October 8, 2015

Scotiabank Blue Nose Marathon Appoints New Executive Director

Halifax, NS – Scotiabank Blue Nose Marathon announces the appointment of Sherri Robbins, as the new Executive Director, effective October 19, 2015.

Robbins' experience spans over ten years in the not-profit sector. She has worked for the Canadian Breast Cancer Foundation – Atlantic Region where she oversaw the Run for the Cure for Atlantic Canada. Most recently she has worked for the Community Sector Council of Nova Scotia and the Nova Scotia Construction Safety Association. She holds an executive MBA from Saint Mary's University and most recently completed her Certified Management Accountant designation. Since its inception, Robbins has participated in the Blue Nose Marathon in some capacity predominantly as a runner, but also as a volunteer and advocate of the event.

"I look forward to joining the Blue Nose team; I see so much opportunity for Scotiabank Blue Nose Marathon that is ready to be realized because of the incredible work the staff and volunteers have done to date," said Robbins. "This is a remarkable event that draws together the entire community; volunteers, businesses, the city and the participants spanning six running/walking events. Blue Nose offers something for everyone."

Rod McCulloch, Chair of the Board of Directors says it's very satisfying to hire someone who already knows and loves Blue Nose. "We are all very excited to have Sherri join our team. She has a long history with the Blue Nose as a participant, as well as a volunteer. On top of that, she is really passionate about who we are."

About Blue Nose Marathon

Now entering its 13th year, Blue Nose Marathon has become a major community event in Halifax and Dartmouth. There are six running events: Full Marathon, Marathon Team Relay, Half Marathon, 10KM, 5KM and the Youth Run – now the largest youth run in Canada.

In addition, Blue Nose offers a two-day Active Living Expo with 80 exhibitors; and the Scotiabank Charity Challenge attracts 80 teams and nearly 1,500 participants to raise more than \$525,000 annually for local charities. The Blue Nose weekend takes place May 20-22, 2016 and expects to attract 13,000 people and more than 1,500 volunteers.

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For more information please contact:
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