

## **Scotiabank Blue Nose Marathon and Lifemark expand partnership to engage more Nova Scotians**

(For Immediate release) –

Halifax, NS- The Scotiabank Blue Nose Marathon has teamed up with Lifemark to make the 2017 event bigger and better than ever!

Lifemark and Blue Nose have entered a new three (3) year agreement whereby Lifemark will assume the title sponsorship for the 5 KM event, to be known as the Lifemark 5KM. In addition, Lifemark will also become the Presenting Sponsor of the Team Myles Ambassador training program for 2017!

“We have been involved in the Blue Nose Marathon for the past 11 years, and have had lots of fun organizing the massage venue for Blue Nose participants on race weekend,” said Shannon Brown, Area Manager for Lifemark Halifax Metro. “With aligned values, it made sense for Lifemark to expand our involvement with the Blue Nose Marathon in 2017 and beyond. Our staff are very excited about the opportunity to work with Team Myles members and to help them develop a healthier lifestyle.”

Team Myles was launched by the Scotiabank Blue Nose Marathon in 2006 as part of their mission to inspire Nova Scotians to seek healthy, active and vital lifestyles. It is a 10-week training program that helps new walkers and runners get to the start line at the annual event by working with trained professionals who help them set personal goals and learn about exercise, running, technical gear, diet and nutrition. Since its inception, more than 150 people have successfully completed the program.

New for 2017, the Team Myles program will expand to a second site in Truro under Lifemark’s leadership. The new Truro team is expected to welcome 8-10 members while the Halifax team will be comprised of 15-20.

The program, which until now has been available only to residents of the greater Halifax area, has been described as “Halifax’s best kept secret” by past Team Myles members. This is largely to do with the abundance of benefits this free program offers its members including registration in the Blue Nose Marathon; a membership to GoodLife FITNESS; introductory yoga training; pedorthic and physiotherapy assessments and nutrition coaching through Lifemark, training gear and more. It is the camaraderie that is developed between team members and coaches, however, that makes the program so special.

“It’s such a special bond! You start off as a group of strangers with a common goal and eventually become like family.” said Melissa Crane, 2016 Team Myles Alumni. “We helped each other through some rough times while training, and then accomplished things that we all thought were impossible. Now, I am 40lbs lighter, happier, and training for my first half marathon.”

Residents of both Halifax and Truro and the surrounding areas are encouraged to apply to be a part of the 2017 Team Myles program and can do so by visiting [teammyles.com](http://teammyles.com) for more information.

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### **About the Scotiabank Blue Nose Marathon**

Known as ‘the people’s marathon’, the Scotiabank Blue Nose Marathon welcomes all ages, abilities and fitness levels to the start line. With the help of more than 1,400 volunteers, the event hosts six fitness events (Lifemark 5KM, GoodLife Fitness 10KM, Blue Nose Half Marathon, Scotiabank Full Marathon, Killam

Properties Marathon Team Relay and the Doctors Nova Scotia Youth Run-2KM and 4KM), and the largest Active Living Expo in Atlantic Canada. Through the Scotiabank Charity Challenge, over 80 local charities raise more than half a million dollars annually. The event takes place annually during the Victoria Day weekend (May 19-21, 2017) in Halifax and expects to welcome 13,000 participants in 2017.

### **About Lifemark**

Get back to life with Lifemark! With over 1,500 qualified therapists across Canada, Lifemark has 9 locations in Nova Scotia and offers a wide variety of rehab services including Physiotherapy, Massage Therapy, Occupational Therapy, Chiropractic, Nutrition, Bracing and Orthotics. Visit [Lifemark.ca](http://Lifemark.ca) to book your appointment online.

### **Lifemark 5KM Logo:**



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