

# Scotiabank Blue Nose Marathon launches 15<sup>th</sup> year



(Halifax, NS) – Participants of the 2018 Scotiabank Blue Nose Marathon have lots to look forward to this Victoria Day weekend. Event organizers confirmed today that to celebrate the 15<sup>th</sup> annual Scotiabank Blue Nose Marathon, participants can expect new routes, a new race and a new venue, among other things.

Due to ‘The Big Lift’, the 2016 and 2017 Scotiabank Blue Nose Marathon took place exclusively in Halifax. This year, with the bridge construction complete, the GoodLife FITNESS 10KM and Scotiabank Full Marathon routes will return to Dartmouth.

In addition to these three routes, the organizers also confirmed today that the event will introduce a new 15KM route in honour of their 15<sup>th</sup> event. This route will also use the Angus Macdonald bridge, approximately 9KM of the course will take place in Dartmouth.

“We now have seven different races at the Scotiabank Blue Nose Marathon and expecting nearly 13,000 participants in 2018,” said Rod McCulloch, Chair, Board of Directors, Scotiabank Blue Nose Marathon. “We are an event that is inclusive to all, and I’m proud to say that we truly do have something for everybody, which is exactly what we intended when we founded the event 15 years ago.”

In addition to the seven running events, the Scotiabank Blue Nose Marathon also hosts a two-day Active Living Expo which is open to the public during the event weekend. The organizers confirmed today that the 2018 Expo will be bigger and better than ever this year as it will be one of the first public events to occur in the new Halifax Convention Centre, located inside the Nova Centre. The show will host exhibitors, offer race kit pick up, on-site registration and more, and welcome upwards of 18,000 people over the two days.

Scotiabank will celebrate 10 years of sponsorship at the 2018 Blue Nose Marathon, and hope to raise \$620,000 in the 2018 Scotiabank Charity Challenge. In 2017, 73 charities raised \$600,000.

“At Scotiabank, we are proud of the way that this city shows its support of the runners, but also the way that this city has rallied around the charities that we support through the Scotiabank Charity Challenge”, said Gordon Brost, South West Nova Scotia District Vice President, “Scotiabank believes in helping communities and we hope that the community will help us reach our \$620,000 goal in 2018 by getting behind this initiative and making a pledge through one of our fundraising runners.”

The event will take place from May 18-20, 2018. Registration for the event is now open and participants are encouraged to sign up early to secure the lowest available price. Only 1,000 spots are available at the current price point.

For more information, or to sign up, visit [bluenosemarathon.com](http://bluenosemarathon.com)

## About 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 seven fitness events (Lifemark 5KM, GoodLife FITNESS 10KM, Blue Nose 15KM, Blue Nose Half Marathon, Scotiabank Full Marathon, Killam 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 73 local charities raise more than half a million dollars annually. The event takes place annually during the Victoria Day weekend (May 18-20,2018) in Halifax and expects to welcome 13,000 participants in 2018.

## About Scotiabank

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