

FOR IMMEDIATE RELEASE

Scotiabank Blue Nose Marathon marks 13 years of 'Mylestones', celebrates new beginnings

HALIFAX, NS, May 11, 2016 -- The Scotiabank Blue Nose Marathon kicked off the 2016 race season today by celebrating 13 years of key 'Mylestones' for the event and its participants.

"This year we're recognizing the many landmarks Blue Nose has seen over 13 years," explained Rod McCulloch, Chair of the Board of Directors, Scotiabank Blue Nose Marathon. "By the end of 2015, we had seen more than 110,000 participants in the main races and over 30,000 kids in the Doctors Nova Scotia Youth Run. Together they covered over 1.3 million kilometres. That's more than we could have ever imagined when we started the event 13 years ago."

Gord Brost, Scotiabank's district vice president for southwest Nova Scotia, joined staff and clients of the Halifax Refugee Clinic, a Scotiabank Charity Challenge participant, and other sponsors, partners and participants to announce plans for this year's event and provide an update on the Scotiabank Charity Challenge.

"Scotiabank is proud to be the title sponsor of the Scotiabank Blue Nose Marathon which continues to bring together people from across the region for a fun-filled weekend dedicated to healthy lifestyles and community spirit," said Brost. "We're also pleased that the Scotiabank Charity Challenge is so popular among non-profit organizations, with more than 80 charities involved this year including the Halifax Refugee Clinic, Adsum House, Bide Awhile, Special Olympics Nova Scotia, and the Heart and Stroke Foundation. Charity Challenge enables organizations like these to leverage an existing online system to raise funds and to connect with runners and walkers looking to fundraise through their participation in the Scotiabank Blue Nose Marathon."

Akram Al Masalma, a merchant marine officer who arrived two years ago from Syria, shared his experiences settling in Halifax, and described how participating in the Blue Nose is helping him connect with the community. Al Masalma is running in the 5K to raise funds for the Halifax Refugee Clinic as part of the Scotiabank Charity Challenge.

"I've always been physically active. In fact, I used to swim on the national team in Syria," says Al Masalma. "Running in the Blue Nose 5K is a chance to connect with my new community while supporting a good cause. It means a lot to be able to give back to the Halifax Refugee Clinic. They helped me in my claim to stay in Canada and they helped me find a place to live. They were my first connection here in Nova Scotia and I want to support them."

This will be the third year Halifax Refugee Clinic has entered a team as part of the Scotiabank Blue Nose Charity Challenge. This year, the Centre is aiming to raise \$15,000 with 30 participants over Blue Nose event weekend.

There is still time to join the 2016 Scotiabank Charity Challenge before race weekend and fundraising continues until June 20th. Anyone already registered for a Blue Nose Marathon event can sign up as well as new participants.

Other 2016 Scotiabank Blue Nose 'Mylestones':

Blue Nose welcomes wheelchair athletes

Although the Scotiabank Blue Nose Marathon has always welcomed people of all abilities, this year six competitive wheelchair athletes have been invited to participate in the first ever wheelchair showcase. Starting at 2:55 pm on Saturday, May 21, this showcase provides further opportunity to make the event inclusive to all. Nova Scotia para athlete Ben Brown says he is "looking forward to showing everyone how fast racing wheelchair athletes can go on the road" and is very excited to line up with Boston Marathon record holder Josh Cassidy.

New routes for 2016

As a result of the MacDonald Bridge 'Big Lift' project, some of the Blue Nose routes have been altered for 2016. The Scotiabank Full Marathon and Killam Properties Marathon Team Relay will use a double loop of the Recharge with Milk Half Marathon route, with some minor adjustments. The Goodlife FITNESS 10K is a brand new south end route that includes a loop of Point Pleasant Park.

Largest charity participation

There are 84 charities registered for the 2016 Scotiabank Blue Nose Charity Challenge, the most charities ever to participate in the Challenge and leverage its secure online fundraising system. This year, the fundraising goal is \$550,000

Blue Nose paints the town green

As an event dedicated to sustainability, Scotiabank Blue Nose Marathon has partnered with the Clean Foundation for the third year to make the weekend as environmentally friendly as possible.

In 2012, Scotiabank Blue Nose Marathon switched from water bottles to using hydrants for its water stations. The Scotiabank Blue Nose Marathon collaborates with Halifax Water Commission to have the hydrants tested which saves tens of thousands of water bottles a year.

'Make your Myles Matter' on Blue Nose weekend

Scotiabank Blue Nose Marathon has also partnered with Halifax Transit so that all registrants and volunteers are entitled to conventional transit and ferry service during event weekend, including an early ferry Sunday morning.

The bike valet is back. Located in Grand Parade, and operated by Clean Foundation free bike storage will be available: Friday, May 20: 9 a.m. to 5 p.m., Saturday, May 21: 9:00 a.m. to 5 p.m. and Sunday, May 22: 7 a.m. to 2 p.m.

About the Scotiabank Blue Nose Marathon

Known as ‘the people’s marathon’, the Scotiabank Blue Nose Marathon event welcomes all ages, abilities and fitness levels. With the help of 1,400 volunteers, there are six running events (Johnson 5KM, Goodlife FITNESS 10KM, Recharge with Milk Half Marathon, Scotiabank Full Marathon, Killam Properties Marathon Team Relay and the Doctors Nova Scotia Youth Run-4KM and 2KM) taking place during the Victoria Day weekend every year. There is also an Active Living Expo that spans two days with more than 70 booths. Over 80 local charities raise more than half a million dollars annually through the Scotiabank Charity Challenge.

For more information, as well as full schedule of events, please visit www.blunosemarathon.com.

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Twitter: @BNMarathon and #BlueNose2016

Instagram: [blunosemarathon](https://www.instagram.com/blunosemarathon)

Snapchat: BNMarathon

About Scotiabank:

Through our global philanthropic program, Scotiabank and its employees support causes at a grassroots level. Recognized as a leader for our charitable donations and philanthropic activities, Scotiabank has contributed on average \$50 million annually over the last five years to community causes around the world.

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