

## Aerobics First named retail sponsor of the Scotiabank Blue Nose Marathon



(For Immediate release) –

Halifax, NS- As part of a new multi year agreement, Aerobics First has been named the official retail partner of the Scotiabank Blue Nose Marathon.

Located on Quinpool Road, Aerobics First is one of Nova Scotia's most well known athletic retail stores. After nearly 40 years in the community, Aerobics First has gained a reputation for not only supporting their customers, but the community that they serve. The Scotiabank Blue Nose Marathon is the newest event to join the roster of more than 20 events and organizations which Aerobics First supports.

"We are beyond excited to be involved with such an iconic Nova Scotian event," said Luke McDonald, Co-Owner of Aerobics First. "We are passionate about growing the active living movement in Nova Scotia, and happy to work alongside the incredible Blue Nose Marathon team to enact positive changes in our local community."

Although the partnership between the two organizations is new, the relationship is not. Aerobics First has worked with the Scotiabank Blue Nose Marathon for many years to minimize the carbon footprint the international event has. Together, they have diverted thousands of leftover shirts and medals from landfills by sending them to Africa where they are used for soccer teams, peace runs and other initiatives. Many of the staff and management at Aerobics First have also participated, volunteered, or worked their booth at the Active Living Expo for many years at the Scotiabank Blue Nose Marathon.

"Aerobics First have always been strong supporters and advocates for our event," said Sherri Robbins, Executive Director of the Scotiabank Blue Nose Marathon. "This new partnership allows us both to further our shared goal of getting more Nova Scotians active, and we are very excited!"

Aerobics First is pleased to welcome new and returning customers into their store to ensure they are race ready on Victoria Day weekend. To redeem a special offer on your next visit [bluenosemarathon.com/specialoffers](http://bluenosemarathon.com/specialoffers)

To register for the Scotiabank Blue Nose Marathon, visit [bluenosemarathon.com](http://bluenosemarathon.com)

## **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 seven fitness events (Lifemark 5KM, GoodLife Fitness 10KM, BOYNECLARKE LLP 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 70 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 Aerobics First**

Aerobics First is Halifax, Nova Scotia's go-to store for special treatment when it comes to shoes, skis, and apparel to match your active lifestyle. With staff dedicated to assessing and fitting your individual needs, whatever they may be, we want to get you moving comfortably! A locally owned and operated business since 1980, we pride ourselves on above-and-beyond service and expertise!

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