

Scotiabank Blue Nose Marathon and Medavie Blue Cross expand partnership



(For Immediate release) –

Halifax, NS- The Scotiabank Blue Nose Marathon has teamed up with Medavie Blue Cross to make the 2019 event bigger and better than ever!

Medavie and Blue Nose Marathon have entered into a new agreement whereby Medavie Blue Cross has assumed the title sponsorship for the 21.1-kilometre event, now to be known as the Medavie Blue Cross Half Marathon. This represents an increased commitment from Health and Wellness Sponsor, a title they have held for the last six (6) years.

"Medavie Blue Cross is thrilled to partner with the Blue Nose Marathon as the official half marathon sponsor," says Patty Faith, Director of Corporate Communications and Marketing. "Teaming up with great events such as Blue Nose reflects our core value to be a strong supporter of health and wellness in our communities. We strive to lead by example and are particularly proud of this commitment following our recent national designation as a Caring Company by Imagine Canada."

The partnership has a very natural fit, as both organizations serve to help more Nova Scotians seek healthy, active and vital lifestyles as well as supporting significant community giving.

"Our brands align very well," says Sherri Robbins, Executive Director of the Scotiabank Blue Nose Marathon. "Medavie Blue Cross has been a great partner over the past six years and we are excited to expand that partnership in 2019 and beyond."

The Scotiabank Blue Nose Marathon will take place June 6-9, 2019, and expects 11,000 participants, 1,100 of which are expected to participate in the Medavie Blue Cross Half Marathon.

Registration for the event is now open. To register, visit 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, BOYNCLARKE LLP 15KM, Medavie Blue Cross 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, more than 70 local charities raise more than half a million dollars annually. The event takes place annually in Halifax and expects to welcome 11,000 participants in 2019.

About Medavie Blue Cross

Medavie Blue Cross is a premier all-in-one carrier that provides health, dental, travel, life and disability benefits, and administers various federal and provincial government-sponsored health programs. Together with Medavie Health Services we are part of Medavie, a health organization committed to providing innovative solutions that will improve the wellbeing of all Canadians.

We are one of Canada's Most Admired Corporate Cultures and are recognized as a Caring Company, a designation for national leaders in community investment and social responsibility. As a not-for-profit organization, we are proud to commit an annual social dividend to the Medavie Health Foundation to support programs and initiatives aimed at addressing some of our country's most pressing physical and mental health care challenges.

Medavie Blue Cross Half Marathon Logo:



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