



# 2025

REPORT TO THE COMMUNITY



# Table of Contents

Executive Summary.....	3
About the Blue Nose Marathon.....	4
Historical Background.....	4
Mylestones for 2025.....	5
2025 Participation.....	5
Successes of 2025.....	6
Impact.....	6
Expanding Access.....	6
Halifax Town Crier, Will Brewer.....	7
Welcoming Newcomers Through Movement: ISANS.....	7
Metro Community Housing Association.....	8
Strum Consulting Team Relay.....	9
Volunteers.....	10
Sustainability.....	11
Community Engagement.....	12
Team Myles.....	12
Running Clinics.....	13
Local Youth Runs.....	14
New Programs.....	15
1-For-1 Doctors Nova Scotia Youth Run Race Entry Program.....	15
Aerobics First Pacers.....	15
Blue Nose Marathon App.....	16
Back Bibs.....	16
New Finished'er Photo Ops.....	17
Awards Ceremony.....	17
Celebration Zone Highlights.....	18
New Partnerships.....	19
Strum Consulting.....	19
Cox & Palmer.....	20
Queen's Marque.....	21
Mezza Lebanese Kitchen.....	22
Atlantica Hotel.....	22
Made with Local.....	22
Blue News.....	23
Ongoing Initiatives.....	24
Barbados Tourism Contest.....	24
Community Runs.....	25
Atlantic Chip Youth Bursary.....	26
Giv'er Charity Challenge.....	27
Official Charity Partners.....	28
Quotes from the Blue Nose Community.....	29
With Gratitude: Thank You, Emera.....	30

# Executive Summary

In 2025, the Blue Nose Marathon marked 22 years of movement, community spirit, and meaningful impact. From May 16–18, participants filled the Zatzman Sportsplex for the Expo and took to the scenic streets of Halifax and Dartmouth, starting and finishing at the beautiful Emera Oval. Over 10,000 people laced up in-person or joined virtually across six distances. More than 500 fundraisers went the extra mile through the Giv'er Charity Challenge, raising more than \$280,000 for 83 incredible causes. Key takeaways in the 2025 Blue Nose Marathon include:

- Impact
- Training Programs
- Virtual Run
- Local Youth Runs
- Blue News
- Volunteers
- Sustainability
- Inclusion
- New Partnerships
- New Programs
- Giv'er Charity Challenge



# About the Blue Nose Marathon

The Blue Nose Marathon, known as ‘the people’s marathon,’ is a signature event of Halifax, Nova Scotia. This event welcomes people of all ages, abilities, genders, and backgrounds, traditionally occurring annually on Victoria Day weekend. Blue Nose Marathon is a community-based and volunteer-driven organization, consisting of three key pillars:

1. Walking and running events, including the Blue Nose Full Marathon, Strum Consulting Team Relay, Medavie Half Marathon, GoodLife FITNESS 10KM, Purple Cow 5KM, and the Doctors Nova Scotia Youth Run—2KM and 4KM.
2. The Giv’er Charity Challenge, a fundraising initiative for charitable organizations and Blue Nose participants to raise funds for local communities. In 2025, 83 charities and more than 500 fundraising participants joined together to raise more than \$280,000.
3. The Blue Nose Marathon Expo presented by Subaru, a two-day lifestyle event taking place on May 16 and 17, occupying the beautiful Zatzman Sportsplex facility.

## Historical Background

The Blue Nose Marathon began with a dream—that Halifax, Nova Scotia, should have its own annual marathon. A marathon that would be different than the rest; an event that promotes inclusivity and encourages everyone—no matter their age, ability, gender, or background—to celebrate healthy living and active lifestyles. Blue Nose Marathon became an opportunity for everyone in the community and beyond to get involved as a volunteer, sponsor, partner, spectator, or participant—be it as a runner, walker, or Nordic walker.

In its inaugural year, Blue Nose Marathon welcomed just over 3,500 participants to the start line. Now, 22 years later, the event has more than doubled that figure, reaching more than 10,000 participants with the support of the community, sponsors, partners, volunteers, and participants.



*The first-ever Blue Nose Marathon start line.*

# Mylestones for 2025

## 2025 Participation

Event	Number of Participants
Double Up (5KM + Full Marathon)	27
Double Up (5KM + Half Marathon)	117
Double Up (5KM + 10KM)	219
Double Up (5KM + Full Marathon) Simons Green Bib	2
Double Up (5KM + Half Marathon) Simons Green Bib	4
Double Up (5KM + 10KM) Simons Green Bib	12
Blue Nose Full Marathon	372
Strum Consulting Team Relay	653
Medavie Half Marathon	1449
GoodLife FITNESS 10KM	1759
Purple Cow 5KM	1865
Blue Nose Full Marathon Simons Green Bib	10
Strum Consulting Team Relay Simons Green Bib	99
Medavie Half Marathon Simons Green Bib	57
GoodLife FITNESS 10KM Simons Green Bib	85
Purple Cow 5KM Simons Green Bib	76
Doctors Nova Scotia Youth Run (2KM)	1871
Doctors Nova Scotia Youth Run (4KM)	889
Virtual Double Up	42
Virtual Run	108
Virtual Youth Run	536
<b>TOTAL</b>	<b>10,316</b>

# Successes of 2025

## Impact

The Blue Nose Marathon holds a unique meaning for everyone. While some might see it as just another weekend, for many, it's a cherished annual highlight. For countless Nova Scotians, the Blue Nose Marathon represents more than just a race; it's an event that fosters community and serves as a constant reminder of why they lace up and "Giv'er."

The Blue Nose Marathon aims to be the premier fitness event in Atlantic Canada by providing an extraordinary experience. However, this wouldn't be possible without the incredible support of "Blue Nose Nation." Everyone involved, whether they are a volunteer, participant, partner, sponsor, or spectator, has a story.

## Expanding Access:

At the heart of the Blue Nose Marathon is a belief that everyone deserves a place at the start line, and thanks to the incredible support of our Title Sponsor, Emera, that belief became a reality for hundreds of participants in 2025.

This year, 181 race entries were provided at no cost to community organizations across Nova Scotia, with a focus on supporting equity-deserving groups and removing barriers to participation. These entries were a gesture of welcome, inclusion, and empowerment. Some of the incredible groups that received entries this year include:

- **Ten Toes Down Collective** – A dynamic group of predominantly Black individuals who build community through fun, social, and active experiences.
- **MacPhee Centre for Creative Learning** – A creative hub that supports African Nova Scotians, LGBTQIA+ youth, Indigenous people, People of Colour, and women through inclusive programs.
- **Metro Community Housing Association** – An organization providing housing and holistic support for individuals living with severe mental health challenges.
- **Mi'kmaw Native Friendship Centre** – A community-based non-profit offering culturally rooted programs and services for urban Indigenous people and their families in Halifax.
- **ISANS (Immigrant Services Association of Nova Scotia)** – Supporting newcomer and refugee families with services and opportunities to engage in community life.

## Halifax Town Crier, Will Brewer

We were honoured to welcome Will Brewer, Halifax's beloved Town Crier, to help kick off race weekend in style. Will brought energy and pride to the start line as he officially fired the horn to launch the Purple Cow 5KM, the first race of the weekend.

Will is believed to be Canada's only Town Crier living with Down syndrome, and his participation reflects the Blue Nose Marathon's commitment to building a more inclusive, representative community. In addition to his ceremonial role, Will also joined thousands of other participants on Sunday to complete the GoodLife Fitness 10KM, proudly wearing bib number 321, a significant number symbolizing the triplication of the 21st chromosome, which is used to promote awareness, acceptance, and inclusion for individuals with Down syndrome.

## Welcoming Newcomers Through Movement: ISANS

The 2025 Blue Nose Marathon proudly deepened its relationship with the Immigrant Services Association of Nova Scotia (ISANS), helping foster community connection, inclusivity, and a sense of belonging through movement.

This year marked the ninth year of partnership, and it reached new heights. 100 free race entries were provided to ISANS clients, staff, and volunteers thanks to support from Emera. Over 50 participants joined the Youth and Family Run, and eight took on the Half Marathon.

ISANS also brought incredible energy to the finish line with more than 30 volunteers powering a water station and connected with thousands of attendees at their Expo booth.



## Metro Community Housing Association

Thanks to the generous support of our title sponsor, Emera, the 2025 Blue Nose Marathon was proud to welcome participants from Metro Community Housing Association, an organization that provides housing and holistic support for individuals living with severe mental health challenges.

For many of these participants, this was their very first time taking part in the Blue Nose Marathon. What was once seen as something "other people" did became a source of joy, pride, and empowerment, with individuals proudly crossing the finish line and earning medals they never thought possible.

One participant beamed, *"We gav'er! This was so much fun—can we do it again next year?"* Another shared, *"I got a medal! My mom is going to be so proud."*

Moments like these are the heart of Blue Nose. Inclusion isn't just a value, it's a lived experience. We're honoured to have helped open the start line to new faces, new stories, and new community champions.



## Strum Consulting Team Relay

The 2025 Strum Consulting Team Relay was a runaway hit. With more than 100 teams lacing up, this year's relay was double the size of last year's event, making it the largest and most energetic relay in Blue Nose history. Every team brought a contagious mix of teamwork, competition, and community spirit that made this event a true highlight of Race Weekend.

The Corporate Relay Challenge is an exciting way to reward participation and charitable spirit. All Strum Consulting Team Relay teams were automatically entered into a grand prize draw for a \$1,000 team dinner at one of Queen's Marque's signature restaurants (including Drift, Café Lunette, and Bar Sofia). Teams that fundraised for our Giv'er Charity Challenge partners earned a bonus entry, and other fantastic prizes like a \$300 HaliMac group experience were also up for grabs. The best part? You didn't have to be fast to win, you just had to participate!

This year's Strum Consulting Team Relay proved that when we run together, we achieve more.



## Volunteers

The Blue Nose Marathon is truly community-owned, powered by the incredible spirit of our volunteer team, now proudly known as the Subaru Giv'er Crew.

In 2025, Subaru Canada came on board as the official Volunteer Sponsor, and their support helped elevate the experience for the more than 1,000 individuals and groups who generously gave their time and energy to make race weekend a success. The Subaru Giv'er Crew logo was proudly displayed on all volunteer shirts and bibs, bringing even greater visibility to the vital role these volunteers play.



Volunteer opportunities spanned a wide range of roles, including marketing and communications, participant services, and race operations. Shifts began weeks ahead of race weekend with kit preparation and community outreach, while on-site positions included course marshals, hydration stations, start and finish line support, medal presenters, and photographers.

Volunteering with the Blue Nose Marathon is a chance to connect with others, gain hands-on event experience, and make a meaningful impact. All Subaru Giv'er Crew members received a commemorative volunteer shirt, free Halifax Transit access from May 16–18, opportunities to build valuable skills, and a Certificate of Achievement to recognize their contribution. Many have supported the event for years, with some returning annually since our very first race in 2004.



## Sustainability

Since its inception, the Blue Nose Marathon has remained committed to reducing its environmental impact and strengthening its social responsibility. Sustainability isn't just a value, it's a promise we continue to uphold year after year.



**We honour the land (which is within Mi'kma'ki) on which we operate and will respect the resources that we use to ensure we are responsible to leave the community better than we found it.**

In 2024, the Blue Nose Marathon proudly earned Evergreen certification from the Council for Responsible Sport, the highest level of recognition. This achievement made us the first sporting event in Atlantic Canada, and only the second in Canada, to receive this elite distinction. These designations recognize our efforts to manage and measure the social, economic, and environmental impacts of race weekend.

In 2025, we were proud to launch a new partnership with Cox & Palmer, who joined us as our official Sustainability Sponsor. With their support, we introduced a new Plogging Initiative, which brought together community volunteers and members of the Cox & Palmer team to clean litter from key areas of the city ahead of race weekend. Led in part by the ever-dedicated Luke MacDonald, this initiative not only ensured a clean and welcoming route for our participants, but also raised funds for local charities through the Giv'er Charity Challenge.

Thanks to partners and volunteers who share our commitment to environmental and social impact, the Blue Nose Marathon continues to build on its green legacy.



# Community Engagement

## Team Myles

In 2025, Team Myles welcomed 43 incredible individuals, including ambassadors, coaches, and mentors, into its supportive and empowering training group. Ambassadors receive complimentary race entries, fitness plans, weekly training sessions, and encouragement every step of the way as they work toward a more active, healthier lifestyle.

In partnership with Lifemark, Team Myles embarks on a 10-week training program designed to prepare each ambassador for their goal distance at the Blue Nose Marathon. Along the way, bonds are built, goals are shattered, and lifelong friendships are formed.

Many ambassadors begin their journey uncertain about their abilities, some questioning if they could even complete a 5KM race. But by race weekend, not only had most completed the Purple Cow 5KM, many also went on to take on the GoodLife FITNESS 10KM, a testament to their grit, growth, and the power of community support.

Applications for Team Myles open each January and are reviewed with care by Blue Nose staff and coaches. No matter your age or fitness level, Team Myles proves that movement can be truly transformational.



## Running Clinics

Blue Nose continued to offer Running Clinics for three distances—5KM, 10KM, and the Half Marathon—ensuring there was something for everyone, from first-time runners to seasoned racers.

The 5KM and 10KM clinics were hosted weekly at Aerobics First, while the Half Marathon clinic was led from Evolve Fitness Halifax. These sessions were powered by an incredible team of seven volunteer coaches and pacers, along with a rotating roster of inspiring guest speakers who generously donated their time and expertise.

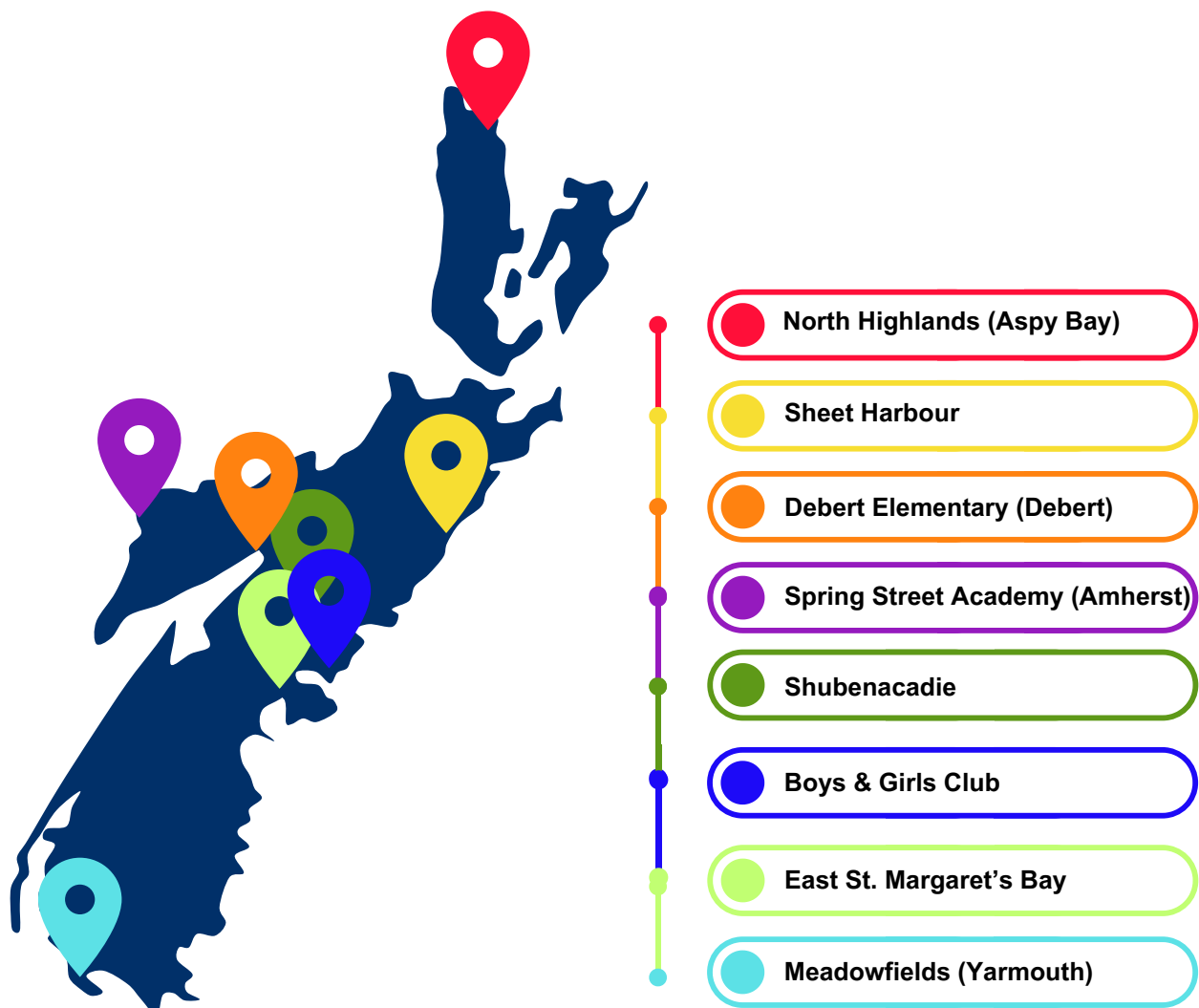
Together, they created a safe, structured, and motivating environment that helped 67 participants train with confidence, build community, and cross their finish lines with pride.



## Local Youth Runs

The Local Doctors Nova Scotia Youth Runs extend the Blue Nose experience beyond Halifax & Dartmouth, giving communities across the province a chance to join the celebration, especially those where travel distance may prevent youth from attending the in-person event. These community-hosted runs offer a fun, accessible way to promote physical activity and a love for the outdoors. To support these events, the Blue Nose Marathon team travels to each location with a full kit of race-day essentials, including a finish line gantry, participant shirts, medals, refreshments, blue nose paint, and of course, our energetic mascot, Myles.

In 2025, Blue Nose supported eight communities in hosting a Local Youth Run, and through a valued partnership with the Nova Scotia Teachers Union, we were proud to provide financial support to help offset the cost of bringing these communities the excitement of their very own start line.



# New Programs

## 1-For-1 Doctors Nova Scotia Youth Run Race Entry Program

New in 2025, the Blue Nose Marathon proudly launched the 1-For-1 Youth Run Race Entry Program, a meaningful initiative designed to expand access to the joy of movement. This program empowers participants to give back directly during their own registration by purchasing an optional 1-For-1 Youth Run entry add-on. Each of these gifted entries is provided to a child who may not have otherwise had the opportunity to participate in the Doctors Nova Scotia Youth Run.

By covering the cost of registration for another child, these generous donors are opening doors, offering not just a race bib, but a moment of belonging, achievement, and celebration. The impact of this simple gesture reaches far beyond the finish line, helping foster a healthier, more inclusive community.

The 1-For-1 program reflects the heart of the Blue Nose spirit: community lifting community, one stride at a time.



## Aerobics First Pacers

The Aerobics First Pacers program was introduced in 2025 to support participants across four race distances, the 5KM, 10KM, Half Marathon, and Full Marathon. These experienced runners volunteered their time, energy, and expertise to help fellow participants reach their goals with confidence and camaraderie.

Dressed in their Aerobics First Pacers shirts and proudly carrying their pace balloon, the Aerobics First Pacers were more than just pacers, they were friendly faces, cheerleaders, and champions of the Blue Nose spirit.

A heartfelt thank you goes out to this dedicated crew for making race day smoother, more supportive, and more inspiring for so many.



## Blue Nose Marathon App

The 2025 Blue Nose Marathon app, connected by TRACX, was embraced by participants and spectators alike, with 3,132 downloads and an impressive 61,016 app opens over race weekend. The app's LiveTracking feature saw more than 21,000 views, allowing friends and family to follow their favourite participant's progress seamlessly.

This innovative tool helped create a more connected race weekend experience for all participants and spectators in the Blue Nose Marathon community.



## Back Bibs

To add a little extra inspiration out on the course, we introduced free Back Bibs at Kit Pick Up for the first time in 2025. These optional bibs gave participants a chance to show the world why they were Givin'er, whether it was their 1st, 5th, or 10th Blue Nose, or to spotlight a charity they were running for.

It was a small addition that brought big smiles, sparked conversation, and celebrated the incredible stories behind every runner's journey.



## New Finished'er Photo Ops

This year, our kilometer signs got a major makeover thanks to the incredibly talented team at Trackside Studios. Each sign became a magnet for post-race selfies, group shots, and medal-holding moments.



## Awards Ceremony

We introduced a race day Awards Ceremony to recognize the top three male and female finishers in each race distance. With the addition of official podiums for 1st, 2nd, and 3rd place, this year's ceremony brought a whole new level of celebration, and some fantastic photo ops!

Winners were awarded a beautiful bouquet from My Mother's Bloomers, a handcrafted pottery piece by Peter Eastwood, and a prize from Benjamin Bridge, including Pink Piquette for 1st, a Classic Tasting Gift Certificate for 2nd, and a can of Nova Zero for 3rd. It was a fresh, festive way to honour our fastest finishers and wrap race weekend with a well-deserved celebration.

Awards for the top three non-binary finishers in each distance, as well as age category awards for male, female, and non-binary participants, were distributed after race weekend. This ensured that all top finishers, across all categories, received the recognition they deserved.

## Celebration Zone Highlights

The 2025 Celebration Zone was bursting with energy, thanks to a stellar lineup of partner activations that kept the post-race vibes high and spirits even higher.

Costco kept participants fueled with tasty snacks at their booth and generously helped stock our Nutrition Tent.

Lifemark delivered much-needed post-race relief, offering complimentary massages to sore but satisfied finishers.

On the beverage front, Benjamin Bridge, Coldstream Clear, and Garrison Brewing were crowd favourites, sampling their signature drinks and giving participants a well-earned toast to their achievements.

Nordic Sauna Rentals brought the heat, literally, with two cozy saunas on-site. These were especially popular on a very rainy Sunday, offering a warm and relaxing escape from the elements.

Subaru kept the celebration lively by handing out branded cowbells and frisbees, adding a fun and festive touch to the weekend and giving participants some great swag to take home.

With partners like these, our Celebration Zone wasn't just a place to cool down, it was a place to kick back, connect, and celebrate crossing that finish line.



# New Partnerships

## Strum Consulting

In 2025, the Blue Nose Marathon proudly welcomed Strum Consulting as the official sponsor of the Team Relay event, now known as the Strum Consulting Team Relay. This exciting partnership brought new energy and visibility to one of race weekend's most spirited events.

Strum Consulting is a locally owned firm offering engineering, surveying, and environmental services across Atlantic Canada. With more than 200 specialists on staff, they work with corporate, private, and government clients to deliver projects efficiently and with exceptional care. Their commitment to collaboration, innovation, and building stronger communities made them a natural fit to support the team-based relay event.

Strum Consulting's involvement extended far beyond sponsorship. They entered three relay teams from their Halifax, Antigonish, and Newfoundland offices, and collectively raised nearly \$11,000 for causes close to their hearts, including Hospice Halifax, NL Cancer Care Foundation, and Cathy's Place Cancer Resource Room as part of the Giv'er Charity Challenge. Their commitment to community was also on full display Sunday morning as their staff ran a cheer station in the pouring rain, lifting spirits and motivating participants through the weather.

We're incredibly proud to partner with a company like Strum that believes in community, teamwork, and active living, all core values of the Blue Nose Marathon.



## Cox & Palmer

In 2025, the Blue Nose Marathon proudly welcomed Cox & Palmer as our official Sustainability Sponsor, marking the beginning of a values-driven partnership grounded in action.

With over a century of service across Atlantic Canada, Cox & Palmer brought more than just legal expertise, they brought boots-on-the-ground commitment to environmental responsibility.

Their support showed up in meaningful ways all weekend long. From organizing Cox & Palmer Sorting Stations in the Celebration Zone to ensure proper recycling and composting, to registering two Strum Consulting Team Relay teams as Simons Green Bib participants, Cox & Palmer made a visible impact. By choosing to forgo race shirts and medals and instead donate to Coastal Action and Mind Your Plastic, their relay teams underscored the importance of individual choices in building a more sustainable future.

Through their participation, sponsorship, and environmental leadership, Cox & Palmer's partnership helped raise the bar, demonstrating that meaningful sponsorship is about more than a logo, it's about leading by example.

COX & PALMER



## Queen's Marquee

New to the Blue Nose family in 2025, Queen's Marquee made a big splash as an official partner, bringing energy, entertainment, and East Coast hospitality to the heart of race weekend.

In the weeks leading up to the event, Queen's Marquee launched the Sea of Cheer Contest, a spirited challenge that invited community groups to host high-energy cheer stations along the race route. With dozens of enthusiastic entries, this initiative not only amped up participant morale, but also celebrated local creativity and community pride. The top three cheer stations were awarded prizes, with Bide Awhile, YMCA of Greater Halifax/Dartmouth, and Scleroderma Atlantic taking the 1st, 2nd, and 3rd place spots respectively.



On race weekend, Queen's Marquee hosted their own signature cheer station in the vibrant Queen's Marquee District, right along the downtown waterfront. The station buzzed with mascots, mermaid, and sea-inspired music, creating one of the most memorable and scenic support spots on the course.

And the celebration didn't stop at the finish line, Queen's Marquee wrapped up the weekend by hosting the Lower Deck Kitchen Party on Sunday. Complete with music, food, drinks, and good old-fashioned East Coast fun, the event gave participants the perfect way to celebrate their accomplishments together.



## Mezza Lebanese Kitchen

Mezza Lebanese Kitchen joined the Blue Nose Marathon as our official Volunteer Nutrition Partner, providing the hardworking volunteers behind race weekend with delicious Shawarma Boxes and Wraps. Their generous contribution kept spirits high and stomachs full, fueling the energy, hospitality, and dedication our volunteers are known for.

With over 30 years of history rooted in Halifax and a growing network of locations across the Maritimes, Mezza has become one of Canada's fastest-growing Lebanese restaurant brands. Guided by the motto "Eat Like You're Family," Mezza brought not just food, but care and community to our event.

## Atlantica Hotel

Atlantica Hotel Halifax came on board as an official hotel partner of the Blue Nose Marathon, offering participants a discounted race weekend rate and a warm welcome just steps from the start line. With recently updated rooms and sweeping views of the Halifax Commons, it was the perfect place to rest, recharge, and prepare for the big day.

Locally owned and operated for over 40 years, Atlantica Hotel Halifax is known for its East Coast hospitality, modern amenities, and unbeatable location. We're proud to have partnered with a homegrown business that understands the value of community and convenience for our out-of-town and local participants alike.

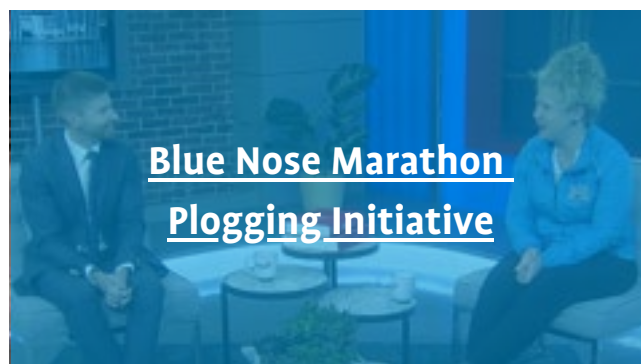
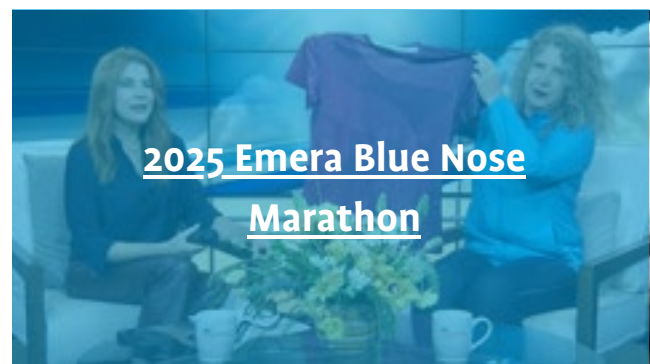
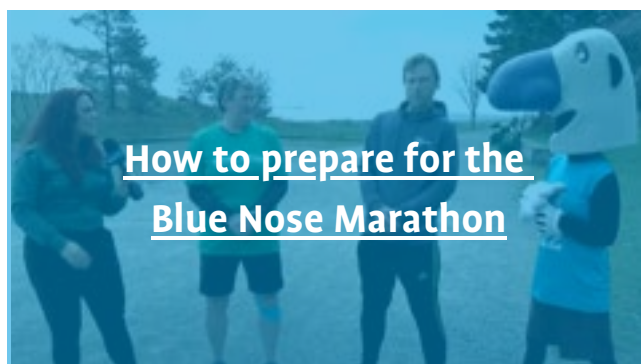
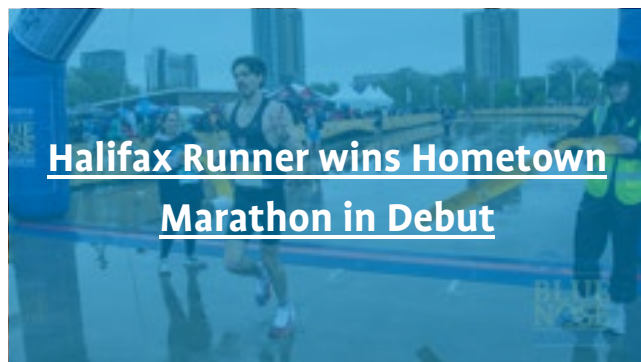
## Made with Local

Made with Local joined us as a post-race nutrition partner, fueling finishers with delicious, wholesome Real Food Bars crafted right here in Nova Scotia. As a proudly local company rooted in sustainable farming and community connection, Made with Local's values couldn't align more perfectly with our mission.

From humble beginnings at the Halifax Farmers' Market to becoming one of Canada's most beloved snack brands, Made with Local's commitment to using organic oats, wildflower honey, and ingredients from local family farms makes every bite something you can feel good about. Their presence wasn't just felt at the finish line, Made with Local also hosted a booth at our Expo, where they connected with thousands of participants and families to share their story and offer samples of their nourishing snacks.

# Blue News

The Blue Nose Marathon is filled with amazing moments and inspiring stories. Here are just a few highlights from 2025 media coverage:



# Ongoing Initiatives

## Barbados Tourism Contest

For the third year in a row, the Blue Nose Marathon teamed up with Barbados Tourism to give one lucky participant the chance to trade Nova Scotia's coastline for Caribbean shores. This exciting annual contest is open to anyone who registers for the Blue Nose Marathon

The 2025 Prize Package Included:

- Round-trip flights from Halifax to Barbados
- A 5-night stay at The Rockley Barbados
- Two race entries for Run Barbados
- An on-island excursion

More than 10,000 participants were automatically entered when they registered for the 2025 Emera Blue Nose Marathon, but only one name would be drawn...

Meet the 2025 Winner: Alysa

It's been a year to remember for Alysa. She set a personal best in the GoodLife Fitness 10KM, recently got engaged, and just when she thought things couldn't get better, won a dream trip to Barbados.



We're incredibly proud to continue this partnership with Barbados Tourism and bring a little extra magic to race weekend.

## Community Runs

The Blue Nose Marathon has a year-round presence in the local running scene, and in 2025, we deepened our ties with several incredible run clubs in the Halifax area.

We were proud to make multiple visits to the Bagel Run, a free monthly community run hosted by Aerobics First that welcomes all paces and abilities. With 5KM, 10KM, and 15KM routes, this gathering is all about connection. After each run, participants regroup at Aerobics First for fresh bagels and coffee, generously provided by local businesses. During our visits, we had the opportunity to chat with runners about race weekend and hand out some Blue Nose swag.

North End Runners, another dynamic Halifax-based run club, hosted a special route night to preview the Purple Cow 5KM. Blue Nose staff were on hand to cheer them on post-run and hand out goodies as a thank-you for their enthusiastic support.

In April, our Blue Nose Brand'ers led a casual 3KM run from Garrison Brewing, which doubled as the official Participant Shirt and Medal Reveal event. Afterward, the group enjoyed food, drinks, and camaraderie at the brewery.

Race weekend kicked off with an exciting Shakeout Run. On the Friday before the Saturday races, we teamed up with Aerobics First to host a community shakeout where participants could meet our pacers, ask questions, and loosen up ahead of their event.

These community runs help us build momentum year-round and foster the welcoming, inclusive running culture we're proud to be part of.



## Atlantic Chip Youth Bursary Program

Thanks to Atlantic Chip's generous support, the Atlantic Chip Youth Bursary provided 200 race entries to the Doctors Nova Scotia Youth Run in 2025, ensuring financial limitations didn't prevent young runners from experiencing the joy of participation.

This initiative creates meaningful opportunities for families to challenge themselves and connect with their community.

As one parent shared:

*"For my son on the autism spectrum, running with others would be amazing. Seeing his smile as he does what he loves means the world to me."* ~ Mom of a 5-year-old bursary recipient

Another family noted:

*"We're new to Canada and this helps us integrate while making our son's marathon dream come true."* ~ Mom of an 8-year-old son who benefited from the Atlantic Chip Youth Bursary

By removing financial barriers, the bursary program helps young runners discover the pride of participation and the lifelong benefits of an active lifestyle. Together with Atlantic Chip, we're ensuring the Blue Nose Marathon remains truly inclusive, where every child can Just Giv'er!



# Giv'er Charity Challenge

The Giv'er Charity Challenge is more than just a fundraising program, it's a celebration of community spirit and the power of purposeful movement. Each year, the program invites participants to add meaning to their run, walk, or wheel by raising funds for a cause close to their hearts. For charities, the program offers a dynamic and engaging platform to mobilize supporters, share their stories, and participate in a friendly competition for a great cause.

In 2025, the Giv'er Charity Challenge saw incredible participation and generosity:

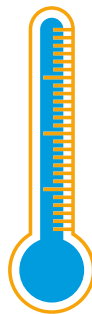
- **83 official Charity Partners**
- **More than \$280,000 raised**
- **520 active fundraisers**

From local food banks and health organizations to youth programs and environmental causes, the funds raised through the Giv'er Charity Challenge support a wide range of initiatives that directly impact the lives of Nova Scotians. This year's total represents not just dollars raised, but countless stories of perseverance, generosity, and the shared commitment to building a stronger, more connected community.

We're proud to continue growing this program year over year, and even prouder of the people who make it so impactful.



**Charity  
Partners**



**\$281,649.25  
Raised**



**Fundraisers**

## Official Charity Partners

3 Wishes Project	Immigrant Services Association of Nova Scotia (ISANS)
Adsum for Women & Children	Indspire
Alzheimer Society of Nova Scotia	IWK Foundation
Aninga Project	Jack.org
Annapolis Valley Regional Library	Kids Help Phone
Arthritis Society Canada	Laing House
Autism Nova Scotia	LEARNINGO
Bide Awhile Animal Shelter	LOVE: Leave Out Violence Nova Scotia Society
Bonny Lea Farm	MacPhee Centre for Creative Learning
Brain Injury Nova Scotia	Make-A-Wish Canada
Breaking the Silence Maritimes-Guatemala	Meadowfields Playground Project
Solidarity Network	Mental Health Foundation of Nova Scotia
Brigadoon Village	Metro Community Housing Association
Brunswick Street Mission	Mind Your Plastic
Building Futures	MS Canada
Canadian Blood Services	My Grandfather's Cat
Canadian Cancer Society	Myeloma Canada
Canadian Mental Health Association Nova Scotia Division	New Brunswick Lung
Canadian Naval Memorial Trust	NL Cancer Care Foundation
Cancer Research Society	North Mountain Animal Sanctuary
Cassie + Friends	Nourish Nova Scotia
Cathy's Place Cancer Resource Room	Nova Scotia SPCA
Childhood Cancer Canada	Nova Scotia Talent Trust
Children's Aid Foundation of Nova Scotia	Nova Scotia Youth Orchestra
Chisholm Services for Children	NS Trails
Coastal Action	Ovarian Cancer Canada
Cystic Fibrosis Canada	Parker Street Food and Furniture Bank
DASC (Dartmouth Adult Service Centre)	Parkinson Canada
Dress for Success Halifax	Pathway to Progress Nicaragua
Eating Disorders Nova Scotia	Prescott Group
ElderDog Canada	Ronald McDonald House Charities Atlantic
Family SOS	Saint Vincent's Nursing Home
Fighting Blindness Canada	Scleroderma Atlantic
Habitat for Humanity Nova Scotia	Shelter Movers Nova Scotia
Halifax & Region Military Family Resource Centre	Shine Foundation
Halifax Dance	Surfrider Foundation Canada - Atlantic Canada Chapter
Halifax NS Down Syndrome Society	The Leukemia & Lymphoma Society of Canada
Health Equity Alliance of Nova Scotia	True Patriot Love Foundation
Heart and Stroke Foundation	United Way Maritimes
Hospice Halifax	Wonder'neath Art Society
Human Appeal Canada	Writers' Federation of Nova Scotia: The Run-on Sentences

# Quotes from the Blue Nose Community

*"We had so much fun in the rain, and I was super happy to complete my first 10KM in 6 years!"*

*"10th marathon in the books! I paced the 3:45 group at Sunday's Blue Nose Marathon and came in right at 3:45:12. There's something incredibly rewarding about locking into a steady rhythm, encouraging the runners around you, and sharing in their grit and breakthroughs — even in the rain."*

*"No better way to spend the long weekend! Such an amazing experience."*

*"I have never been a runner, 8 months ago I couldn't run more than 2-3KM. Today I did my first 10K! I am happy to have finished with a better time than expected with those Halifax hills...consistency pays off!"*

*"Definitely won't be the last, that was truly amazing. Embracing this sport isn't effortless but the glory is endless."*

*"Such a fun day running with my 3 kids! The Blue Nose Marathon is a special community tradition that we love and look forward to!"*

*"If you've ever wanted to be involved in the Blue Nose Marathon but don't want to do the races, volunteering is SO fun! Can't wait to do it all again tomorrow! I'm picking up an extra volunteer shift because it was that fun, highly recommend!"*

*"I am so grateful for these events and my body for allowing me to do them, a weekend to remember for sure!"*

*"This course pushed me harder than ever, but the support from the running community made every climb worth it."*

*"This race wasn't about medals. It was about momentum. The kind that builds on early mornings, sick weeks, second guesses, and the quiet voice that says, "go anyway." The kind that says: you're stronger than last year's you. And you're still just getting started."*

# With Gratitude: Thank You, Emera

As we cross the finish line on another incredible year, we want to extend a heartfelt thank you to Emera, whose time as our title sponsor will come to a close as we look ahead to 2026. Over the past three years, Emera has been more than a name on a banner, they've been a true partner, helping us grow, innovate, and deepen our connection to community.

Since Emera joined the Blue Nose Marathon family as title sponsor in 2023, the event has seen remarkable growth in participation, welcoming more than 10,000 participants in 2025, a testament to the shared values of community spirit, active living, and accessibility that this partnership has embodied.

One of Emera's most lasting contributions has been their commitment to inclusion and accessibility. Through their generous support, nearly 500 race entries have been provided to community groups over the past three years, removing barriers and opening the start line to individuals and families who may not have otherwise had the opportunity to participate. This effort has not only changed lives, but also helped us build a more welcoming and representative event for all.

From powering up our Giv'er Charity Challenge, to championing sustainability, outreach, and inclusion, Emera's support has helped bring the Blue Nose experience to more people than ever before.

On behalf of the Blue Nose Marathon team and the thousands of participants, volunteers, and supporters who've been part of the journey: Thank you, Emera. Your impact has been real, your legacy meaningful, and your support deeply appreciated. We couldn't have asked for a better partner on this leg of the race.

