



REPORT TO THE COMMUNITY

MEDAVIE
BLUE NOSE
marathon

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Executive Summary

In 2026, the Medavie Blue Nose Marathon marked 23 years of movement, community spirit, and meaningful impact. From May 15-17, participants filled the Zatzman Sportsplex for the Expo and took to the scenic streets of Halifax and Dartmouth, starting and finishing at the beautiful Halifax Commons Oval. Over 11,000 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 \$300,000 for 79 incredible causes. Key takeaways in the 2026 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 Medavie Marathon, Strum Consulting Team Relay, Atlantic Chip Half Marathon, Evolve 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 2026, 79 charities and more than 500 fundraising participants joined together to raise more than \$300,000.
3. The Blue Nose Marathon Expo presented by Subaru, a two-day lifestyle event taking place on May 15 and 16, 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 2026

2026 Participation

Event	Number of Participants
Double Up (5KM + Marathon)	30
Double Up (5KM + Half Marathon)	133
Double Up (5KM + 10KM)	253
Medavie Marathon	476
Strum Consulting Team Relay	721
Atlantic Chip Half Marathon	1,490
Evolve Fitness 10KM	1,777
Purple Cow 5KM	1,980
Medavie Marathon Simons Green Bib	9
Atlantic Chip Half Marathon Simons Green Bib	66
Evolve Fitness 10KM Simons Green Bib	73
Purple Cow 5KM Simons Green Bib	60
Doctors Nova Scotia Youth Run (2KM)	1,652
Doctors Nova Scotia Youth Run (4KM)	886
Virtual Double Up	27
Virtual Run	102
Virtual Youth Run	1,538
TOTAL	11,273

Successes of 2026

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.

Inclusivity initiatives

The Medavie Blue Nose Marathon is committed to building an inclusive, welcoming, and representative event experience where all participants feel seen, supported, and celebrated.

Over the years, intentional initiatives have helped strengthen accessibility and belonging across race weekend and year-round programming, contributing to a steadily growing and more diverse participant base, including increased engagement from Black, Indigenous, and People of Colour (BIPOC) communities.

- **Wahoo Wednesdays** – a weekly storytelling initiative highlighting community impact, participant stories, and the year-round contributions of Blue Nose Marathon charities and partners.
- **Rainbow Registered Accreditation** – recognizing the event's commitment to 2SLGBTQI+ inclusion and ensuring welcoming, respectful spaces for all participants, volunteers, spectators, and staff.
- **Non-Binary Awards Category** – continues to celebrate our non-binary participants and ensure inclusive recognition across race results, with participation and visibility growing each year.

"I'm SO stoked for the race tomorrow! Thanks for reaching out. I didn't know about the awards :) If nothing else, it gives me more motivation to train for next year!"

– A nonbinary participant upon finding out about our Nonbinary Award category

Mobius Award

In November of 2025, the Blue Nose Marathon was honoured with a Mobius Award in recognition of its leadership in sustainability, innovation, and community impact.

The award highlights the event's ongoing commitment to environmental sustainability. Key initiatives include the Simons Green Bib program—where participants can opt out of a medal and shirt to donate those proceeds to charity—alongside greener operational practices like using reusable cups, repurposed materials, and strong eco-friendly partnerships.

This recognition reflects the collective efforts of staff, volunteers, sponsors, and participants who continue to embrace and drive sustainable practices across race weekend and year-round programming.

From preparing for race weekend to race day execution, the Blue Nose Marathon continues to demonstrate that large-scale events can be both impactful and environmentally responsible, setting a strong example for event sustainability across Canada.



Strum Consulting Team Relay

The 2026 Strum Consulting Team Relay was a runaway hit, with more than 90 teams lacing up. Every team brought a contagious mix of teamwork, competition, and community spirit that made this event a true highlight of Race Weekend. The top prize consists of a \$1,000 voucher, awarded to a randomly selected team, valid at all venues located within the Queen's Marquee.

The Corporate Relay Challenge is an exciting way to reward participation and charitable spirit. The best part? You don't have to be fast to win, you just have to participate!

This year's top three Strum Consulting relay teams proved that when we run together, we achieve more. They raised over \$24,000 and are keen to encourage other corporate relay teams to fundraise in 2027.



Volunteers

The Blue Nose Marathon is truly community-owned, powered by the incredible spirit of our volunteer team.

In 2026, Subaru Canada returned as our official Volunteer Sponsor, and their support helped elevate the experience for the more than 1,300 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 new yellow volunteer shirts, 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 green team.

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, 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.



HRM Volunteer Awards

The Blue Nose Marathon owes its success to the incredible dedication of our leadership volunteers, who bring passion and energy to the pavement every single year. These individuals are the backbone of race weekend, working tirelessly behind the scenes to ensure a smooth, safe, and unforgettable experience for every participant.

This year, we are thrilled to celebrate an extra special milestone: six of our phenomenal leaders were honored with the prestigious receiving the **Volunteer of the Year** award at the 2026 HRM Volunteer Awards. We couldn't be prouder of their well-deserved recognition



Brandy Flynn-Dolliver



Trudy Flynn



Aiden Flynn-Dolliver



Bonnie & Myles McCormick



Natasha Flynn

Testimonials

“What did you enjoy most about your volunteer experience?”

“Being involved in my community in such a fun project - it felt great to be part of an iconic event, and everyone was so kind and appreciative.”

“I loved energy of the event, connecting with the volunteers and runners. I had lots of fun supporting the runners and I loved being a part of this great event.”

“The energy of the event! I had an absolute blast!”

“Working with other volunteers and getting to know everyone. Being part of a team”

“The simplicity and ease of stepping in to an already solid event.”

Queen's Marquee Sea of Cheer Contest

Queen's Marquee made a big come back 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, we launched the Queens Marquee Sea of Cheer contest, a spirited challenge that invited community groups to host high-energy cheer stations along the race route.

This year, with 27 cheer stations, 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 Latispanica Public Relations, IWK Foundation, and Epilepsy Association of The Maritimes taking the 1st, 2nd, and 3rd place spots respectively.



The Queen's Marquee cheer station on the Halifax waterfront, featured large sea creature characters embracing the Sea of Cheer! The celebration continued with the Lower Deck Kitchen Party on Sunday. Complete with music, food, drinks, and good old-fashioned East Coast fun, the perfect way to celebrate their accomplishments together.



Sustainability

As part of our sustainability and community impact efforts, we donated 60 pounds of leftover 2025 Blue Nose Marathon shirts to the Aninga Project, supporting students and volunteers in East Africa. This initiative helped extend the life of event materials while contributing to meaningful work through one of our valued charity partners.

We also, donated approximately 3,446 leftover shirts from multiple years and events, along with a variety of surplus medals, to UNESCO Gambia, who then distributes them to children in East Africa who use the items for organized soccer and community play.

This initiative helps give new life to event materials while supporting recreation and joy for youth abroad.

Plogging

FundPlogging played a key role in leading the pre and post-race plogging initiative, helping keep race weekend cleaner and more sustainable through coordinated litter clean-up efforts.

These activities were lead by Luke MacDonald and supported by volunteers from Prescott Group, ISANS, and the Leukemia & Lymphoma Society, who helped make a meaningful impact both locally and globally.

This plogging initiative is supported by the HRM councillors: Sam Austin, Tony Mancini, Laura White, Virginia Hinch, Shawn Cleary combines running or walking with picking up litter, helping people stay active while cleaning up their environment.



We honour the land within Mi'kma'ki on which we operate. By respecting the resources we use, we commit to being responsible stewards and leaving our community better than we found it.



Community Engagement

Team Myles Powered by Lifemark

In 2026, Team Myles Powered by Lifemark welcomed 38 incredible individuals. This included 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, Orangetheory Fitness, and Aerobics First, 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 accomplished, 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 went on to tackle the Evolve 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.



A Year of Myles

Myles has been booked and busy throughout 2026, bringing Blue Nose Marathon energy and enthusiasm to communities across Nova Scotia.

From school visits and Blue Nose Run Club meetups to Team Myles training sessions and community runs, they have connected with participants of all ages and abilities, spanning from Cape Breton to Yarmouth and Amherst.

As race weekend approached, Myles was hard at work getting race-ready, visiting partners including Aerobics First, Purple Cow Internet, Orangetheory Fitness, Strum Consulting, and Lifemark Health Group. These fun-filled stops highlighted the incredible organizations that help make race weekend possible while building excitement throughout the community.

Through their positive attitude and passion for movement, Myles has inspired thousands of people to get active, set goals, and be part of the running community.

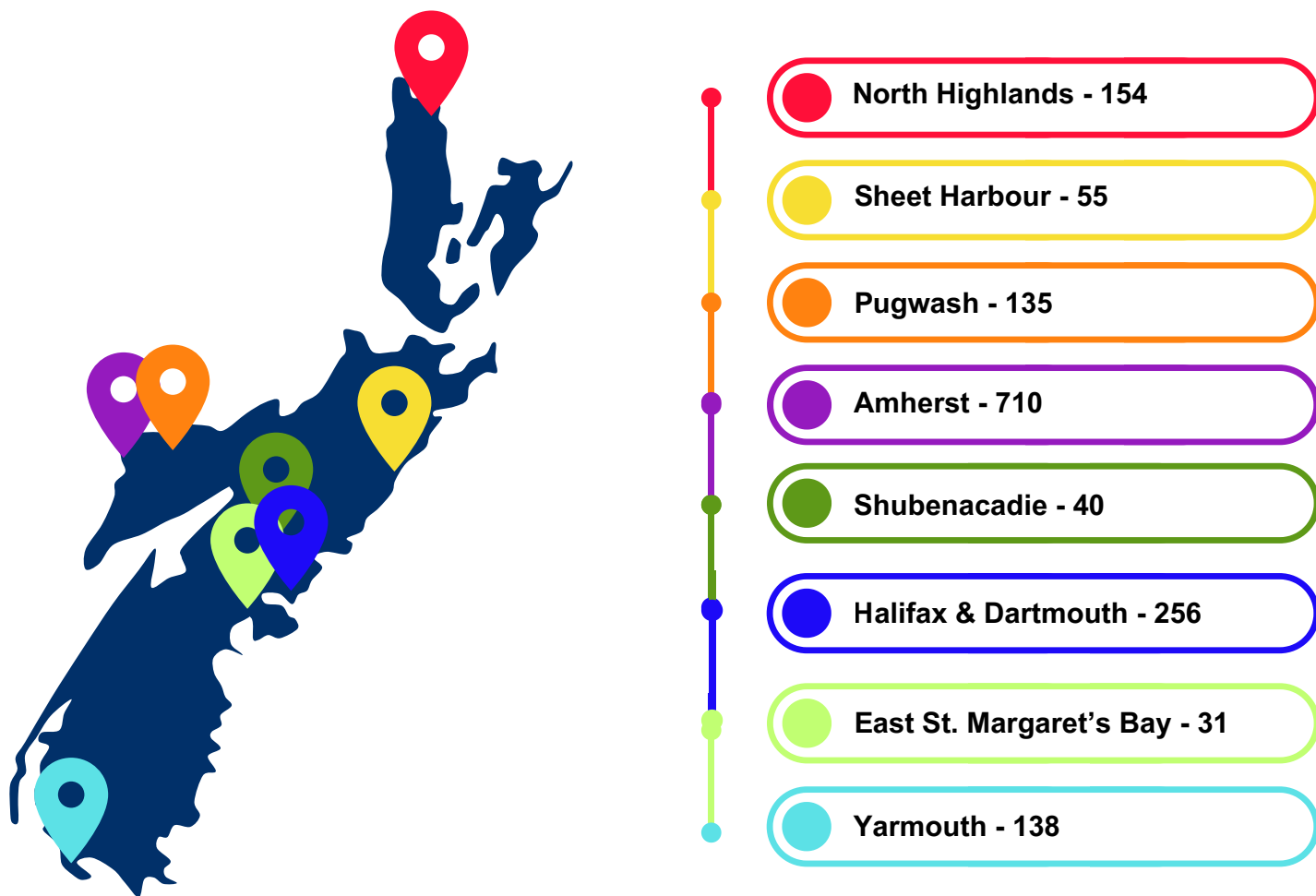
Their year-round presence has helped strengthen connections across the province while keeping the spirit of the Blue Nose Marathon alive well beyond race weekend.



Community Youth Runs

The Community Youth Runs extend the Blue Nose experience beyond Halifax & Dartmouth, giving communities across the province a chance to join the celebration. Especially those where distance may prevent youth from attending the in-person event. These community 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 vehicle of race-day essentials, including a finish line gantry, participant shirts, medals, blue nose paint, and of course, our energetic mascot, Myles.

In 2026, Blue Nose supported eight communities in hosting 9 Community Youth Runs, proudly partnering with the Nova Scotia Teachers Union to provide funding that helped bring the excitement of a real start line straight to these local communities.



New Programs

Run Club Tents

New in 2026, the Blue Nose Marathon introduced Run Club Tents to the post-race celebration area. These dedicated spaces celebrated the local clubs that fuel our community's success and bring a massive wave of energy and participants to race weekend.

These tents provided a home base for participants, their friends, and family to connect, and celebrate their achievements throughout race weekend. Clubs were provided with signage, helping showcase the unique spirit and culture of Halifax's running community.

This initiative strengthened the sense of belonging and camaraderie that continues to make the Medavie Blue Nose Marathon more than just a race.

Campus Challenge

The Campus Challenge encouraged students, faculty, staff, and alumni from post-secondary institutions across the region to come together and participate in the Medavie Blue Nose Marathon.

By fostering friendly competition and school pride, the initiative helped introduce new participants to race weekend while strengthening connections within campus communities. Whether joining as part of a relay team, running with classmates, or walking together, participants showcased the power of community through movement.

The Campus Challenge is a way to engage the next generation of participants and active community members.



Blue Nose Marathon App

The Medavie Blue Nose Marathon app, presented by Global Relay was used by more than 4,000 participants and spectators alike.

The app's live predictive tracking feature allowed users to follow their favourite participants progress seamlessly.

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



Participant Guide

New this year, Blue Nose Marathon introduced a Participant Guide to help participants navigate race weekend with all the key information in one place.

Available on the Blue Nose Marathon website and at the Info Booth during the Expo, it served as a helpful resource for participants before and throughout the event.

Mi'kma'ki Back Bibs

After introducing complimentary Back Bibs at Kit Pick Up in 2025 as a way to celebrate and recognize participants, this year we added the Mi'kma'ki Back Bib.

These optional bibs gave participants another meaningful way to represent themselves and feel seen as part of the Blue Nose Marathon community.



Blue Nose Run Club

The Blue Nose Run Club was created this year to offer an inclusive running community experience focused on consistency, safety, and progression through pace-led group runs.

Designed to support both beginners and experienced participants, the club offers structured, year-round group runs that prioritize safety, consistency, and personal progression.

Weekly Tuesday evening and Sunday morning runs give participants regular opportunities to stay active while building friendships and confidence in a supportive environment. Additional community activations, including shakeout runs, Brand'er-led meetups, and visits to local run clubs like the Bagel Run, helped deepen Blue Nose's presence in the Halifax running community.

With more than 2,000 members connected through the Run Club's online community on Strava, the program helps keep participants engaged year-round. The club also serves as a valuable training and community-building resource for participants preparing for events across all races owned and operated by Blue Nose Marathon, including the Night Owl 5K, Not Since Moses, and Valley Harvest Marathon.



Celebration Zone Highlights

The 2026 Celebration Zone was filled with energy as participants crossed the finish line and entered a vibrant space dedicated to recovery, connection, and celebration.

A strong lineup of partners helped create an engaging post-race experience, offering everything from wellness support to refreshments and interactive activations.

Lifemark, Orangetheory Fitness, Evolve Fitness, Doctors Nova Scotia, and Parkland supported participant recovery and wellbeing by helping participants take care of their bodies after race efforts.

Subaru, Purple Cow, Aerobics First, Atlantic Chip Sport Timing, Virgin Radio and Move 100 added to the atmosphere with fun, participant-focused activations throughout the weekend.

Costco, Nova Scotia Egg Farmers, M&M Market, Oasis, and Reign Storm helped fuel participants with sampling and refreshments, while Coldstream Clear, Nine Locks, Benjamin Bridge, and Colliding Tides provided celebratory beverage offerings.

Together, these partners helped transform the Celebration Zone into a lively post-race experience where participants could recover, connect, and celebrate their achievements.



New Title Sponsor - Medavie

We're thrilled to welcome Medavie as the new Title Sponsor of the Medavie Blue Nose Marathon, marking an exciting new chapter for the event and our community. Medavie is a national health solutions partner and innovative leader in healthcare delivery, benefits management, health management, and primary care.

This partnership represents more than a name change, it reflects 13 years of shared growth. From first joining as a health and wellness partner, to supporting the Half Marathon for the past five years, and now stepping into the role of Title Sponsor. Their continued commitment strengthens our long-standing relationship and supports the ongoing growth of race weekend.

Beyond race day, Medavie continues to create meaningful connections within our community. During Blue Nose Marathon Expo, participants and spectators were invited to contribute to a live community mural, sharing what makes their life full and sparking conversations around health, well-being, and community. Medavie also rallied their employees through a Giv'er Charity Challenge relay team, raising funds in support of North Grove and helping make an even greater impact beyond the finish line.

Through their support, Medavie helps expand the impact of the Giv'er Charity Challenge by providing race entries, enabling charities of all sizes to reach more people and raise more funds. Together, we are creating more opportunities for meaningful impact across our community.



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marathon



New Partnerships

Atlantic Chip Sport Timing

In 2026 Atlantic Chip Sport Timing came on as the official timing partner and sponsor of the Atlantic Chip Half Marathon.

Atlantic Chip play a vital role in elevating the Blue Nose Marathon experience. Their presence was felt throughout race weekend, from start-line coordination to accurate, real-time results for every participant. Ensuring precision, reliability, and seamless execution across all race distances.

Beyond their technical expertise, Atlantic Chip expanded their activation space and strengthened brand visibility, enhancing engagement with participants and spectators alike.

Their team was great in ensuring all races started on time and that every participant's performance was captured accurately and efficiently.

This elevated partnership helped deliver a smooth, professional race experience and reinforced the importance of trusted timing in bringing race day to life.



Cox & Palmer

Cox & Palmer, one of Atlantic Canada's leading full-service law firms, continued their partnership with the Medavie Blue Nose Marathon in 2026 with an increased investment that reflects a broader understanding of what a truly sustainable event looks like.

For Cox & Palmer, sustainability extends beyond environmental impact to include accessibility and inclusion.

This year, their expanded support helped provide race entries to equity-seeking groups, working to reduce financial barriers and ensure more people can participate in community events like the Blue Nose Marathon.

Their continued commitment represents a meaningful evolution of the partnership, one that aligns closely with the values at the heart of the event and strengthens access, equity, and community connection across race weekend.



COX & PALMER



Evolve Fitness

In 2026, Evolve Fitness joined the Blue Nose Marathon as the official sponsor of the Evolve Fitness 10KM, strengthening a partnership that has been built through years of community involvement.

With a shared commitment to creating welcoming, inclusive spaces, Evolve was a natural fit for the 10KM distance, attracting participants who value the experience, community, and sense of accomplishment as much as the finish line.

Beyond race sponsorship, Evolve played a role throughout race weekend by leading energetic pre-race warmups with their expert trainers and bringing one of its standout coaches to the Sunday main stage as an emcee.

With five locations across Nova Scotia and a focus on strength, longevity, and accessible fitness for all abilities, Evolve helped inspire participants while adding energy and enthusiasm to the overall race weekend experience.



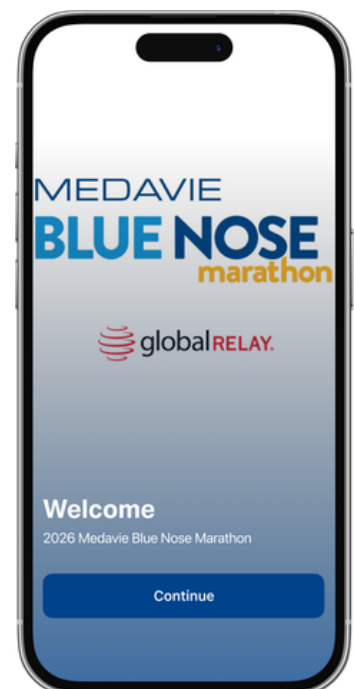
Global Relay

Global Relay, an international leader in cloud-based communications compliance, provides secure archiving, messaging, supervision, and eDiscovery solutions to more than 23,000 clients across 90 countries. Since opening their Halifax office in 2015, they have continued to look for meaningful ways to deepen their community involvement locally.

Their partnership with the Blue Nose Marathon began through conversations focused on engaging their Halifax team in race weekend, which quickly evolved into something larger with the opportunity to sponsor the official Blue Nose Marathon app.

For a company built on communication and technology, this created a natural alignment, placing their brand in the hands of participants, spectators, and volunteers every time they accessed race information, tracked participants, or confirmed event details.

Through this partnership, Global Relay helps offset costs associated with delivering a high-quality, accessible digital experience for race weekend. This year, 15 employees also took part in the event, proudly joining the Blue Nose community and contributing to the energy of race weekend.



Orangetheory Fitness

Orangetheory Fitness is a heart rate based group fitness studio offering high-energy, coach-led workouts that meet members at their current fitness level while helping them push further toward their goals.

With locations in Halifax, Bedford, and Dartmouth, Orangetheory has built a strong local presence focused on inclusive, motivating, and results-driven training.

As a cross-training partner for Team Myles, Orangetheory Fitness supported participants by providing cross training for the Medavie Blue Nose Marathon. This support helped participants build strength, endurance, and confidence in the lead-up to race day.

Rooted in community and a shared commitment to showing up for every participant, the partnership with Team Myles was a natural fit, reinforcing the belief that no one gets left behind.



Kids Run Club Youth Bursary Program

Thanks to Kids Run Club generous support, the Kids Run Club Youth Bursary provided 200 race entries to the Doctors Nova Scotia Youth Run in 2026, ensuring financial limitations didn't prevent young participants 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:

"As my son is growing, I want to find the best way to motivate him. Also, as an immigrant family, this will help us socialize and mingle with Canadian culture"
- Mom of a 9 year old, new to Canada

Another family noted:

"Participating in the Blue Nose Marathon through this bursary would be an opportunity for my son to continue building his confidence. I want to teach him that even when things are challenging, he can try his best and keep going. We've been working on helping him understand that it's okay not to be perfect or win every time. He loves running, and this experience would give him the chance to challenge himself and see that he can achieve anything he sets his mind to. It would be a meaningful step in helping him grow both physically and emotionally."
- Family of a 5 year old

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



Subway

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

Freeman's Little New York

Freeman's Little New York played a vital role in supporting the Medavie Blue Nose Marathon by providing delicious pizzas to the hardworking volunteer team. In addition to keeping everyone fueled and energized, they generously donated multiple prizes to recognize our volunteers throughout the weekend. This incredible contribution kept spirits high and sustained the legendary hospitality and dedication our volunteers are known for.

Miller Waste Systems

Miller Waste Systems served as the Official Waste Diversion Partner for the Medavie Blue Nose Marathon, ensuring race weekend aligns with Halifax's evolving recycling and waste management standards. Their support included supplying recycle, compost, and garbage bins across both the Halifax Common Oval and the Expo at Zatzman Sportsplex, as well as outfitting Green Team volunteers to support clear and effective waste sorting on site.

On

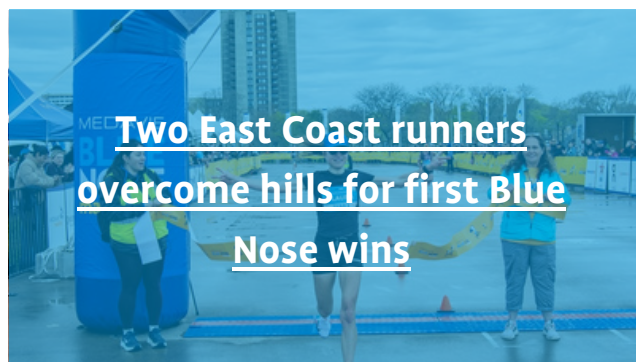
On is a globally recognized Swiss performance footwear brand and the Official Footwear Partner of the Medavie Blue Nose Marathon. As part of the partnership, On sponsored the new First Tim'er Series, a seven-part video series shared on Blue Nose Marathon social channels to help participants prepare for race day and know what to expect throughout the race experience. On also hosted demo days at pre-event activations and the Expo.

Runna

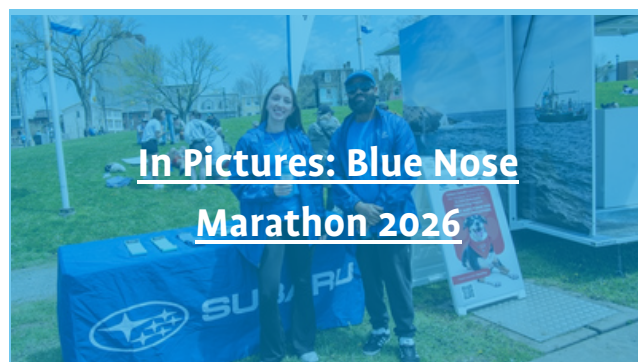
Runna is a leading running coaching app built on the principle that expert training guidance should be accessible to every runner, not just elite athletes. As a partner of the Medavie Blue Nose Marathon, Runna provided participants access to a two-week free trial, offering a no-barrier opportunity to experience structured, coach-led training in the lead-up to race day.

Blue News

The Blue Nose Marathon is filled with amazing moments and inspiring stories. Here are just a few highlights from 2026 media coverage:



Two East Coast runners overcome hills for first Blue Nose wins



In Pictures: Blue Nose Marathon 2026



Blue Nose Marathon draws thousands of runners to Halifax streets



Medavie Blue Nose Marathon Marks Two Proud Firsts



Family plays big role in P.E.I. runner winning Blue Nose Marathon



2026 Medavie Blue Nose Marathon

Ongoing Initiatives

Barbados Tourism Contest

For the fourth 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 to experience Run Barbados Marathon and Wellness Weekend. This exciting annual contest is open to anyone who registers for the Blue Nose Marathon

The 2026 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 11,000 participants were automatically entered when they registered for the 2026 Medavie Blue Nose Marathon, but only one name would be drawn...

Meet the 2026 Winner: Salve Coronel



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

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, participants add meaning to their run, walk, or wheel by raising funds for causes that matter to them.

For charities, the program provides an engaging platform to connect with supporters, share their stories, and raise critical funds. To help maximize fundraising efforts, Medavie provided each Charity Partner with five complimentary race entries, which organizations used as fundraising incentives.

In 2026, the Giv'er Charity Challenge saw incredible participation and generosity:

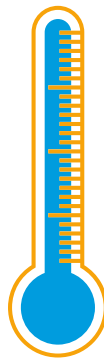
- **79 official Charity Partners**
- **More than \$300,000 raised**
- **534 active fundraisers**

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**



**\$301,873
Raised**



Fundraisers

Official Charity Partners

Adsum for Women & Children
Alice House
Alzheimer Society of Nova Scotia
Aninga Project
Arthritis Society Canada
Autism Nova Scotia
Bide Awhile Animal Shelter
Bonny Lea Farm
Brain Injury Association of Nova Scotia
Brigadoon Village
Brunswick Street Mission
Canadian Cancer Society
Canadian Mental Health Association, Nova Scotia Divison
Cancer Care Foundation
Cancer Research Society
Cassie + Friends
Cathy's Place Cancer Resource Room
Childhood Cancer Canada
Childrens Aid Foundation
CMV Canada
Craft Nova Scotia
Cystic Fibrosis Canada
DASC
Dress for Success Halifax
Eating Disorders NS
ElderDog Canada
Epilepsy Association of the Maritimes
Epilepsy Canada
Every One Every Day
Family SOS Association
Fighting Blindess Canada
Halifax & Region Military Family Resource Centre
Halifax Dance
Halifax NS Down Syndrome Society
Healthy Tomorrow Foundation
Heart and Stroke Foundation of Canada
HomeBridge Youth Society
Hospice Halifax
Human Appeal Canada
ISANS
IWK Foundation
Jack.org
Kidney Cancer Canada
LEARNINGO
MacPhee Centre for Creative Learning Society
Mental Health Foundation of Nova Scotia
Metro Community Housing Association
MS Canada
My Grandfather's Cat
North Mountain Animal Sanctuary
Nourish Nova Scotia
Nova Scotia SPCA
Nova Scotia Talent Trust
Nova Scotia Youth Orchestra
NSCC - Kingstec
Ovarian Cancer Canada
Pancreatic Cancer North America
Parker Street
Parkinson Canada
Prescott Group
QEII Foundation
Rainbow Refugee Association of Nova Scotia
Ronald McDonald House Maritimes
Scleroderma Atlantic
Second Harvest
Shelter MoversNova Scotia
Shine Foundation
Special Olympics Nova Scotia
Surfrider Atlantic Canada
The Leukemia & Lymphoma Society of Canada
The North Grove
The Smiling Blue Skies Cancer Fund
Threads of Life
Thrombosis Canada
Tim Hortons Foundation Camps
True Patriot Love Foundation
United Way Maritimes
Wonder'neath Art Society
Writer's Federation of Nova Scotia: The Run-on Sentences

Quotes from the Blue Nose Community

"I enjoyed the people that help you run up the hills with the giver shirts"

"A large impact on the economy and the inclusivity of so many as well as the support for charities."

"Amazing volunteers and cheers along the route"

"Being a pacer was the best experience"

"The Blue Nose is integral in promoting fitness and mental health in Halifax and beyond. I think wider access to running programs like Team Myles would improve the overall health of our community. I would love to see the province invest in more preventative health measures like it!"

"The runner volunteer that paced me up the hill after the MacDonald Bridge on the way back to the finish (on the 10k route), he was AMAZING"

"Great feeling of communal camaraderie and accomplishment with fellow runners during and after the run"

"It brings the whole city together and creates an incredible sense of unity. Seeing local organizations like the YMCA, along with so many volunteers and families, coming out to support each other proves that this race is much more than just a running event—it's the heart of our community"

"It was awesome having my friends from Bedford Run Club participate, the celebration zone/volunteers helped a lot. It was nice to see the city get together like that."

"The whole race was an amazing experience! I am already planning on signing up for next year!"

Purple Cow 1 for 1

"Thank you Very much. This helps our family very much. As well as making a young man very happy. We are hoping to help him grow with a passion for activity. This gift helps him understand. When people think it is so important, they are willing to gift the opportunity to strangers."

-Father of a 14 year old who loves the Purple Cow 5KM but needed some assistance with a race entry for them.