



Scotiabank Blue Nose Marathon 2017 Report to the Community

EXECUTIVE SUMMARY

The 14th annual Scotiabank Blue Nose Marathon took place on Victoria Day weekend (May 19th – 21st, 2017) and welcomed 10,591 participants of all ages, abilities and fitness levels. The event was a tremendous success and reached a variety of new 'milestones' in its fourteenth year, including:

- An expanded partnership with Lifemark, who became the title sponsor of the 5KM race, as well as the presenting sponsor of Team Myles
- An expansion of the Team Myles program to a second site in Truro
- Myles' first road trip to Prince Edward Island
- The Scotiabank Blue Nose Marathon App!
- Introducing the Giv'er Crew 2.0!
- Bottle free in 2017!
- Celebrating Canada 150: O Can Ya' Sing and the lanyard!
- A record breaking year for the Scotiabank Blue Nose Marathon Charity Challenge
- A record year for the Killam Marathon Team Relay

ABOUT THE BLUE NOSE MARATHON



The Blue Nose event weekend consists of **three key pillars**:

1. **Walking/Running events**, including a Full Marathon, Marathon Team Relay, Half Marathon, 10KM, 5KM and two Youth Runs – 2KM and 4KM
2. **Active Living Expo**, a two-day lifestyle event at the World Trade & Convention Centre, with 75 exhibitor booths and more than 18,000 attendees
3. **Scotiabank Charity Challenge**, a fundraising initiative for charities and Blue Nose participants to raise money for a charity of their choice. In 2017, 73 local charities and more than 1,200 participants joined together to raise \$600,000

THE BLUE NOSE IMPACT

For some, the Scotiabank Blue Nose Marathon is just another day of the year. For others, it is the pillar of the year. It's the event that started it all for them; it's the event they look forward to year over year; it's the event that reminds them of how much fun it can be to lace up and Giv'er.

We strive to be THE premier fitness event in Atlantic Canada by providing an experience like no other.

But we can't do it without the 'Blue Nose Nation'... each person who lines up at the start line has their own story, a story that makes what we do, worthwhile beyond measure!

We're pleased to share four remarkable stories from participants in the 14th annual Scotiabank Blue Nose Marathon:

Nathan

Meet Nathan, who had his Best Time Ever at #BlueNose2016.

Nathan reached out to us to share his story after his daughter saw a transit shelter ad in Halifax of which he was the star! He said:

"I wanted to say thanks for making my day. I received a text message from my daughter while I was at work. It said "OMG it's Dad!". Along with the text was this picture of me in a bus stop in the HRM.

I'm so glad the excitement and experience of my first race was put to some extra good use. The caption of this poster (Brag-a-thon) could not be more fitting to me. It was just a few years ago I weighed in excess of 300 lbs. It was in part watching my daughters run in the 2015 Youth Run that helped motivate me to start living a healthy lifestyle. I started to train for the 2016 Blue Nose Half Marathon. Starting out my training I could barely even run for 5 minutes before breaking down. Over that year I lost 110 lbs and built up my conditioning. I completed the half and beat my goal time by 15 minutes. It truly was my best time ever and I have since bragged about the accomplishment but try to stay humble.

I hope that my picture helps motivate others to experience for themselves what I did in last years' race. A wonderful city filled with positivity and excitement and people cheering us on along the way.

The Blue Nose Marathon has a way of bringing out the best in people. "



Pam

Pam was a member of Team Myles 2017, a program that, for many, provides a lifechanging experience. Here's what she said about her experience

"It started with a message from my trainer suggesting I should apply for a spot on Team Myles. I thought she was nuts at first. I had never run 5KM let alone a 10KM. I thought about it for a brief second and then said "why not, we only live once."

I was selected as a member of the new branch for Team Myles - training out of Truro. During the training, some nights I thought maybe I can do this... Some nights I thought I was going to die. I made some great new friends during the training and through Team Myles in Halifax.



I am happy to say that I did not die but I will admit it was one of the most emotional experiences I have ever been through. Beside the birth of my daughter Phylcia, who I am happy to say crossed the 10KM finish line with me. I cried more tears that weekend than I had in a long time. Some from pain of pushing through, some from disbelief that I was actually doing it and most from seeing my baby girl waiting for her mom every step of the way when I know I was holding her back.

Looking forward to next year and hopefully being part of Team Myles Truro again. It was an experience I will never forget."

Sean

Sean Carroll is one of the many participants of the Scotiabank Charity Challenge.

He participates in the Blue Nose Marathon in memory of his son Bryan Carroll who passed away in 2015 at the age of 7.5 from leukaemia. He says

“Bryan loved to run so it is very fitting for us to enter the Blue Nose under team Bryan and raise money for The Leukemia and Lymphoma society so no other family needs to feel our pain!

Bryan's school Brookhouse elementary had almost 100 kids in the Doctors Nova Scotia Youth Run running in his memory, and over the past two years we have raised about \$14,000 which we hope will bring an end to this kind of cancer!”



Team Bryan wears a purple shirt with a storm trooper on the front as Bryan loved Star Wars. His father, Sean wants to make sure that people know Bryan's story, he hopes that Bryan is remembered for the incredible, energetic boy he was and that in the future others will not have to face the loss of a loved one due to blood cancers.



Joshua



When he was just 18 months old, Joshua was diagnosed with autism spectrum disorder. Until music was introduced to his life through an intense therapy program, Joshua was completely non-verbal. By the age of two, he was singing, but still could not speak. He started performing by age 4, but it was not until he was 5 years old that he began to talk. Since then, Joshua has raised over \$300,000 dollars for local charities close to his heart, he has performed all over the world, delivered speeches, won awards and competed in singing and dancing competitions. Next on his list of goals was to perform at the Scotiabank Blue Nose Marathon – A dream that came true in 2017.

We held auditions and Joshua was one of 4 lucky contestants who were selected to sing the national anthem before the races started at the 14th annual Scotiabank Blue Nose Marathon. Our judges were blown away by his phenomenal stage presence and singing capabilities and were completely unaware of his story prior to the auditions.

On race weekend, he was staying at the Ronald McDonald house for treatment, but was very excited to join us to perform. He had a remarkable day and says that he hopes to one day participate himself.

He impressed our participants so much that a group of runners known as the “Team Blue Nose Brothers” gave Joshua their medals to take back to the IWK Health Centre with him and asked him to give them to some other kids who couldn't make it to the races that day.

Pictured (right) is Joshua with the Blue Nose Brothers, and (below) Joshua with some of his friends at the hospital!



“The People’s Marathon”

These are just a couple of the thousands of stories that exist within the community of the Scotiabank Blue Nose Marathon.

You don’t have to be a runner, or a singer, or a fundraiser to join us, you just need to be yourself and everybody is welcome.

We take pride in learning about the many wonderful stories that have surrounded our event for the last 14 years and look forward to sharing many more over the next 14.



MYLESTONES FOR 2017

Expanded partnership with Lifemark

Lifemark has been involved with the Blue Nose Marathon as a sponsor for 11 years, providing the post-run massage services to our participants at the Lifemark Massage Centre. In 2017, we amped up that partnership, and Lifemark signed on as the title sponsor of the 5KM race, now known as the Lifemark 5KM. They also signed on as the presenting sponsor of the Team Myles program and played a pivotal role in the recruitment and successful training of both our teams in Truro and Halifax. We have loved working with Lifemark for the past 11 years, and look forward to the many collaborations yet to come!



Team Myles 2.0

When we introduced the Team Myles program in 2006, we launched it to further our mission to inspire more Nova Scotians to seek healthy, active and vital lifestyles. This year, we took a big step and launched a second Team Myles program in Truro. Through the help of presenting sponsor Lifemark, we welcomed 9 people to the Truro team and 20 to the Halifax team. All members of the team successfully completed either the 5KM or 10KM race, many of which have since continued with a healthy lifestyle and regularly get together to run!



With two teams, and a new sponsor of the program, came a lot of new changes for Team Myles. But we were very lucky to have two great coaches, Leanne Huck (Halifax) and Alvin Straud (Truro) of Lifemark and three great assistant coaches Cindy MacNeill and Jeanette MacLanders (Halifax) and Jessica Brown (Truro).

We look forward to welcoming a new group of ambassadors to the 2018 Team Myles!

Myles' first road trip to Charlottetown

Following the incredible response to Myles' road trip in 2016, our loveable mascot Myles took the Mylesmobile once again on the road to visit our friends in Moncton, New Brunswick and Charlottetown, Prince Edward Island. He visited with some of our sponsors, took a great ferry ride on the Northumberland Ferry and participated in Running Room's Wednesday night fun-run! It was a very great trip and Myles is looking forward to visiting more of our friends in Atlantic Canada in the future.



Available in the App Store and Google Play!

The times... they are a'changin' – the Scotiabank Blue Nose Marathon is the proud owner of its very own app! This app boasts tons of important race weekend information for our participants and for spectators. The app also allows spectators to live track their loved ones as they make their way from the start line to the finish line – a very cool feature that many took advantage of on race weekend.

Introducing, The Giv'er Crew 2.0!

Our volunteers are a pivotal part of race weekend. Last year, we changed their official title to the Giv'er Crew to reflect their value to the overall event. They're the crew that gets our participants to the start line, helps them along to the finish line and then congratulates them at the end - so it's only fitting that they lay claim to a title worthy of that work.

This year, over the course of five days we had 1,250 unique volunteers work 2,492 (3+ hour) shifts. On average, this means that most volunteers signed up for more than one shift throughout the weekend. Amongst these volunteers were members of the Scotiabank Blue Nose Marathon Board of Directors, and the Scotiabank Blue Nose Marathon Organizing Committee who voluntarily work with us year-round to ensure the smooth planning and execution of the annual Scotiabank Blue Nose Marathon.

Within the Giv'er Crew is a special division comprised of 20 volunteers who braved the hills of Halifax to help our participants up and over, keeping them motivated and pushing them through the incline. In 2017, these volunteers were stationed in two locations; on Serpentine Road in Point Pleasant Park and that pesky long gradual incline on South Park Street. Following the event, our participants have continued to thank these volunteers for helping them accomplish their goals and for keeping them company on some of the more grueling parts of our challenging course. Some of these volunteers logged over 20 KM during their shift!

We appreciate every single member of our Giv'er Crew and can't thank them enough for all their help! Best. Volunteers. Ever!



Bottle free in 2017!

We've worked pretty hard over the years to reduce our carbon footprint and be nice to the environment. Thanks to our friends at the Halifax Water Commission, we were able to execute our 2017 event with no bottled water! All water was quality checked and distributed from hydrants located throughout the course! Thanks Halifax Water!



Celebrating Canada 150!



2017 marks the 150th anniversary of the confederation of Canada and has come to be known as "Canada 150" by all!

To celebrate Canada 150, the Scotiabank Blue Nose Marathon added the Canada 150 logo to the lanyard of the finishers medal.

We also partnered with the Scotiabank Centre to hold open auditions for anthem singers. From the event, known as "O' Can Ya Sing?" four anthem singers were selected to

sing before the race starts on event weekend:

Joshua Cochrane, of Yarmouth

Rayanne Oakley, of Yarmouth

Peter Baylis, of Halifax

Lauren Wamboldt, of Cole Harbour



Here are the winners pictured with the judges, Chris Larsen, Krista Sullivan, Celeste Paine, Kendra Wren, Amber Efford, and Peter Baylis

Highlanders

Historically, the 78th Highlanders have been a monumental part of the start of Scotiabank Blue Nose Marathon. They fire the rifles at the start of each of the races.

This year, in celebration of Canada150, we also stationed members of the 78th Highlanders at the finish line to help cheer our participants across. They were a hit!



A record breaking year for the Scotiabank Blue Nose Marathon Charity Challenge

One of the bigger accomplishments of 2017 was the astounding success of the Scotiabank Charity Challenge. This year our fundraisers raised the most funds **ever** raised at the Scotiabank Blue Nose Marathon and achieved our goal of \$600,000 which is a huge accomplishment! The grand total raised was \$600,000.

This year also welcomed 73 official charities to the challenge. In 2010 there were 34 charities which raised approximately \$200,000 so a 200% growth over 7 years is a truly remarkable milestone for us.



\$600,000

As always, we also award the top three charities with a cash prize in three specific categories, the winners are as follows:

Charity with the Largest Total Dollars Fundraised

- 1st - The Leukemia & Lymphoma Society, Team in Training
- 2nd - The Brain Tumour Foundation of Canada
- 3rd - President's Choice Children's Charity

Charity with Largest Number of Fundraising Runners

- 1st - Symphony Nova Scotia
- 2nd - Ecology Action Centre
- 3rd - YMCA of Greater Halifax-Dartmouth

Charity with Largest Average Amount Raised per Fundraising Runner

- 1st - Dress for Success Halifax
- 2nd - Pathway to Progress Nicaragua
- 3rd - Laing House

Congratulations to all 73 charities on their incredible accomplishments this year.

Hope worldwide Canada	Ecology Action Centre	Childhood Cancer Canada Foundation
Halifax Dance Association	Nova Scotia Community College Foundation	Brain Injury Association of Nova Scotia
Brigadoon Children's Camp Society	Canadian Aniridia Foundation	TEAM Work Cooperative
Adsum Association for Women & Children	Neptune Theatre Foundation	CCB Blind Sports Nova Scotia
Heart and Stroke Foundation	Dalhousie Medical Research Foundation	Souls Harbour Rescue Mission
Nourish Nova Scotia Society	IWK Health Centre Charitable Foundation	Islamic Relief - Halifax Chapter
Bide Awhile Animal Shelter Society	Cystic Fibrosis Canada	The Mental Health Foundation of Nova Scotia
The Association for The Aninga Project	YMCA of Greater Halifax/Dartmouth	Chisholm Services for Children
Canadian Diabetes Association	Literacy Association of Nova Scotia	Multiple Sclerosis Society of Canada
Craig's Cause Pancreatic Cancer Society	Pathway to Progress Nicaragua	Canadian Pulmonary Fibrosis Foundation
The Arthritis Society	The Club Inclusion	North End Community Health Association
Parkinson Canada	QEII Health Sciences Centre Foundation	Dress for Success Halifax Society
Symphony Nova Scotia	Adventure Camp Challenge	Children's Wish Foundation of Canada
Epilepsy Association of Nova Scotia	Dartmouth Family Centre	Dartmouth General Hospital Charitable Foundation
Brain Tumour Foundation of Canada	President's Choice Children's Charity	Halifax & Region Military Family Resource Centre
Alzheimer Society of Nova Scotia	Independent Living Nova Scotia	The Nova Scotia Sea School Society
The Duke of Edinburgh's Award Young Canadians Challenge Nova Scotia Division	Muscular Dystrophy Canada	Immigrant Services Association of Nova Scotia (ISANS)
Metro Non-Profit Housing Association	Asthma Society of Canada	TEAM BROKEN EARTH
Laing House	Halifax Regional Search and Rescue	Special Olympics Society of Nova Scotia
The Lung Association of Nova Scotia	Hope for Wildlife	The Leukemia & Lymphoma Society, Team in Training
Bonny Lea Farm	Community Links Association	Direction 180
Chebucto Community Development Association	Mi'kmaw Native Friendship Centre	Ronald McDonald House Charities Atlantic
Ovarian Cancer Canada	Phoenix Youth	
Dalhousie University (Roméo Dallaire Child Soldiers Initiative)	Jonathan David Wayne Lewis Foundation	
PAC Autism Nova Scotia Society	Halifax Refugee Clinic	
	The Tatamagouche Centre - Fundraiser for Breaking the Silence Project	

A record year for the Killam Marathon Team Relay

The Marathon Team Relay is a fun event that welcomes corporate groups, charity fundraisers, families and groups of friends to experience the exciting full Marathon course. In teams of 4-8, Relay participants each run a portion of the Marathon course, running amongst participants from the Marathon, Half Marathon and 10KM participants on the Sunday of race weekend.

In 2016, we had 17 relay teams participate in the Killam Marathon Team Relay. We are very happy to share that in 2017, the event more than doubled in size, welcoming 42 teams to the start line – with a total of 302 participants.

We look forward to growing this event again in our 15th year.



STAYING TRUE TO THE BLUE

The old saying goes, “If something works, why change it?” Although the Blue Nose Marathon introduced many new elements and reached many new ‘milestones’ in 2017, there still remained events and elements that saw no change, because we thought they were great just the way they were!

Shoe Mountain

Now in its 5th year, Shoe Mountain once again expanded its mandate with Socks for Soles, inviting people to donate gently-used running shoes and new athletic socks to Nova Scotians in need. Partnering with Souls Harbour Rescue Mission, a total of 1, 000 pairs of shoes and 100 pairs of socks were distributed throughout the province.

Bursary Programs

Our bursary partners, Mic Mac Mall and Cabco Communications, recognize the importance of removing financial barriers that prevent individuals from participating in the Scotiabank Blue Nose Marathon. Thanks to these great partners more than 260 people received entry to the event. We look forward to continuing efforts to provide more Nova Scotians with the opportunity to participate in our event, and thank Mic Mac Mall and Cabco Communications for their contributions.



Cheer Stations

As usual, twelve local groups set up along the routes as part of the Blue Nose Boogie program – raising the spirits of runners and the profile of local musicians of every genre. They were also cheered on by thousands of local residents, as the participants passed their homes.

Environmental sustainability

The Scotiabank Blue Nose Marathon believes in making an impact that matters. Our goal is to lessen the impact that our event has on the environment and promote environmental sustainability. Over the last 14 years we have made significant changes to aid us in lowering our carbon footprint:

Bicycle Valet: On race weekend, the Halifax Cycling Coalition set up a "Bicycle Valet" at the Grand Parade, providing secure bicycle parking for participants, volunteers and audiences.

Carpooling & Transit: Having fewer cars on the road means reduced Greenhouse Gas emissions and improved air quality. Thanks to our friends at Halifax Transit, participants and volunteers can ride the bus or ferry completely free on race weekend by presenting their bib.

Reduce waste: Pollution is no joke! We work very hard to keep as much waste out of landfills and have been very creative in our efforts to reduce waste at our event. In 2017, our team enthusiastically embarked on a project to provide our top finishers with a unique gift. Working with the Windbag company of Nova Scotia, we created a special one-of-a-kind bag that was produced from reclaimed material from past event banners, diverting them from the landfill. In addition to that project, we also re-use signage year over year and make an effort to reduce the amount of printed material on site on race weekend.

Leftovers & Left-behinds: Like most events, despite our best efforts, we always finish up the weekend with overstock of food and drinks. Rather than letting it go to waste, we work with our friends at Souls Harbour Rescue Mission to ensure they stay out of landfills and go into the hearts and hands of homeless people in Nova Scotia. Any unclaimed items found along the race course are also donated to Souls Harbour who ensure they are put to good use.

THANK YOU!

On behalf of all of us at the Scotiabank Blue Nose Marathon, we want to thank our fantastic sponsors for helping us make magic happen at the 14th annual Scotiabank Blue Nose Marathon. We want to thank all 1,250 volunteers who showed up on race weekend to help us ignite the fire and keep it burning all weekend long. We want to thank each and every person who stood on the side lines, clapped their hands, walked through our expo and supported our event in any way. We'd like to thank the city of Halifax for embracing and welcoming our event each year. Lastly, we'd like to thank all of the people who showed up to Giv'er at the start line at the 2017 Scotiabank Blue Nose Marathon.

We hope you had your best time ever!

See you next year!

~ Your friends at the Scotiabank Blue Nose Marathon

