



**Scotiabank Blue Nose Marathon 2018 Report to the Community**

## EXECUTIVE SUMMARY

The 15<sup>th</sup> annual Scotiabank Blue Nose Marathon took place on Victoria Day weekend (May 18<sup>th</sup> – 20<sup>th</sup>, 2018) and welcomed 10,835 participants of all ages, abilities and fitness levels. The event was a tremendous success and reached a variety of new 'milestones' in its fifteenth year running, including:

- A new partnership with BOYNECLARKE LLP, the title sponsor of the [new] 15KM
- A new partnership with Aerobics First, the official retail running partner of the Scotiabank Blue Nose Marathon
- The Scotiabank Cheer Mile
- New routes, and a new race!
- New Expo Venue
- Blue Nose Marathon Virtual Run
- Blue Nose Block Fest
- Mic Mac Mall 5KM Bursary – Best year EVER!
- CSTA Sustainable Sport Event of the Year award
- An expanded partnership with Tim Hortons including the Tim Hortons Youth Bursary and the Tim Hortons Double Double
- T-Shirt Colour, T-shirt Slogan and Medal contest. The Peoples Marathon edition!
- A record-breaking year for the Scotiabank Blue Nose Marathon Charity Challenge
- Introducing: The Myles Club
- Myles in the community: Excel programs, HRSB outreach, Charity visits, Run club visits
- Proud sponsor of the Youth Running Series!
- First ever Blue Nose Marathon Mascot Race

## 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, 15KM, 10KM, 5KM and two Youth Runs – 2KM and 4KM
2. **Active Living Expo**, a two-day lifestyle event at the [NEW] Halifax Convention Centre, occupying over 10,000 square feet of exhibit space with 54 exhibitor booths and more than 15,000 attendees
3. **Scotiabank Charity Challenge**, a fundraising initiative for charities and Blue Nose participants to raise money for a charity of their choice. In 2018, 65 local charities and nearly 1,400 participants joined together to raise \$627,649

## THE BLUE NOSE IMPACT

For some, the Scotiabank Blue Nose Marathon is just a weekend like any other. For others, it is an annual highlight. For many Nova Scotians, the Blue Nose Marathon is 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 with out 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 15<sup>th</sup> annual Scotiabank Blue Nose Marathon:

## Charlie

Meet Charlie Whalen.

Charlie is 7 years old and just completed the Doctors Nova Scotia Youth Run for the 5<sup>th</sup> time in 2018...which means, if you do the math, he completed his first race at the age of **THREE!** We NOSE one thing... that is one **SERIOUS** accomplishment to brag about!

Charlie has Cerebral Palsy and relies on a customized walker to support him while he walks. He has a wheelchair, but he doesn't use it because, "He's got this... No problem!"

Charlie has many supporters in the Blue Nose community. Without doubt, there is no Blue Noser who crosses the finish line with more cheerleaders than Charlie. That, he says, is his favorite part.

"When I get to the finish line, EVERYBODY screams 'Go Charlie, GO!'" he says. "It makes me smile."



Charlie is the only young marathoner who has ever had our very own MYLES over to his home for a visit (Talk about VIP!) When we arrived, Charlie showed us around his bedroom which does a rather impressive display of his Blue Nose Marathon memories. His dad Dustin, says that Charlies brother, Denver, has several memories of various sports and medals displayed in his room, but Charlie is very proud to only display his Blue Nose Medals as it represents five of his proudest moments.

Charlie and his family make the Doctors Nova Scotia Youth Run an annual highlight for their family. All four of them participate in the 2KM Youth Run together. Charlie says the race is very hard but he needs do it 10 times, (only 5 more to go Charlie, buddy!) Rumour has it, once he reaches year 10 he gets a special lunch. (Can Myles come?)

For the Whalen's, the weekend isn't just about the race. They take advantage of the entire weekend. On Friday, they spend time at the Active Living Expo picking up their race kits, visiting the exhibitors and picking up new sneakers for the big race. We love having families like the Whalen's join us every year and are proud to be an annual highlight for more than 3,000 families in Nova Scotia each year.

## Luke



When he isn't busy running a business, cleaning up Halifax, sending shipping containers filled with materials to Africa or volunteering his time to organizations like Youth Running Series, Sparks Fly and Start to Finish, Luke MacDonald likes running.

His passion for running has led him down many trails, paths and roads and has introduced him to people all over the world. One of which is Pa Madou Sarr, of Gambia, Africa.

In 2011, Luke's friend Erin decided to run across the Gambia to raise money for education and health programs, Luke gave her an old Blackberry to take with her and told her to give it to the coolest person she met along her journey. That person was Pa Madou Sarr.

One afternoon, while volunteering with Start2Finish –an after-school program that teaches kids strength and confidence through running and reading – Luke called Pa Madou and his grade 3 class at St. Charles Lwanga Lower Basic School, in the Gambia. After a few minutes of conversation, Luke and his students made an astonishing discovery: all 2,800 students at St. Charles Lwanga share one ball for sports activities.

Once the phone call ended, Luke's students wanted to send their sneakers to those students in Africa. He loved the idea but realized that the Gambia kids needed more than sneakers; they needed soccer gear. So, he started a conversation with the Scotiabank Blue Nose Marathon to recycle the leftover race shirts, which are now used as soccer jerseys for students in Africa.

He says, "The Blue Nose Marathon is a launching pad to the stars and my stars are in Africa."

Our leftover medals are also sent to Africa where they are used for various things including races, peace runs, #WorldLitterRun's, sport teams and more!

This is just one of the many things we do to lesson our environmental impact and one of the reasons why the Scotiabank Blue Nose Marathon was named the 2018 Canadian Sport Tourism Alliance Sustainable Sport Event of the Year!

Big thanks to Luke for all that he does to support environmental sustainability and our event.



## Leah

Leah Rimmer is one busy lady. By day, she is a partner at BOYNECLARKE LLP, by night, she is an amazing mother to four children under ten. Although there's no shortage of things to do in her day-to-day life, Leah always tries to find time to lace up her sneakers and enjoy the sights and sounds of Halifax while running – a hobby that she now enjoys with her 4 children and husband, Darren, regularly.

Leah and Darren always emphasize the importance of healthy living and participate in the Scotiabank Blue Nose Marathon annually as a family. This year, all six members of the Rimmer family lined up at the start line of the 2018 Scotiabank Blue Nose Marathon. Leah completed the Tim Hortons Double Double, running the Lifemark 5KM with her 9-year old son, Sam, on Saturday, and the BOYNECLARKE LLP 15KM on Sunday with her friends Jess and Christy. She also participated in the Doctors Nova Scotia Youth Run with her three other children, Joe (7), Ben (5) and Mary (3). It was a particularly proud year for her as she got to watch Mary, who's just 3 years old, complete her 4<sup>th</sup> Youth Run and also got to cross the finish line with Sam, who ran his first 5KM.

She says: "If you want to participate in something that celebrates the human spirit and the spirit of this city and community, something incredibly inspirational and life changing - you should run the Blue Nose. You won't regret it."

While training for the Blue Nose Marathon, Leah runs weekly with a group of close friends. She enjoys the social element of running with a group as she gets to catch up with friends she met while studying at Acadia University. She also enjoys running alone and says that when she does, she opts out of music and focuses on



the details of the city streets. In addition to her running schedule, she also cross trains by starting her day with a 5:45 a.m. boot camp.

Leah describes herself as a bit fanatical when it comes to the Blue Nose, she says "It's definitely my favourite race. I love everything about the weekend; going to the Active Living Expo, seeing the city come together, the positivity evident throughout the entire weekend and seeing people support each other on and off course. It's amazing!"

Leah crossed the finish line at #BlueNose2018 for the 13<sup>th</sup> time, which means she has participated almost every year! We love that our event has become an annual highlight for her and her family and look forward to welcoming Leah, Darren, Sam, Joe, Ben and Mary back to our start line for many years to come!



## Henry

Five-year-old Henry Udle is one of the youngest participants in the 2018 Scotiabank Charity Challenge. For the third time, Henry participated in the Doctors Nova Scotia 2KM Youth Run in support of the Mental Health Foundation of Nova Scotia.

In 2017 he raised over \$600, this year he raised more than \$1,500. He chooses to fundraise for the Mental Health Foundation because it's where his mom, Kate, works. He says that "they help people who are sick, and it makes me happy to help them."

This year, we documented Henry's journey to the #BlueNose2018 on social media using the hashtag #HenryBlueNose.

He filled us in on his;

favorite post-race snack: **Bananas**

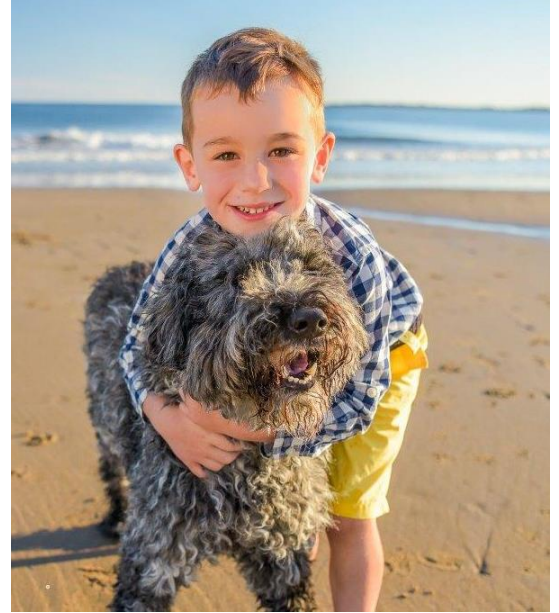
Favorite part of the race: **getting the medal**

Favorite person to run with: **Mom and Dad**

He even provided some words of encouragement to those who haven't participated before.

"Don't Worry! You can do it!" he says. "As long as you practice, you will go SUPER fast and people will cheer for you the whole way!"

Henry was a source for inspiration during the weeks leading up to #BlueNose2018 and we can't wait to see him back for his 4<sup>th</sup> race in 2019!



## “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.

We take pride in learning about the many wonderful stories that have surrounded our event for the last 15 years and look forward to sharing many more over the next 15.





## Historical Background

*The Scotiabank 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!*

*A unique idea came to life; the Scotiabank Blue Nose Marathon became a weekend of events for all ages and abilities to promote and celebrate healthy living and active lifestyles. It would hold an opportunity for everyone in the community and beyond to get involved as a volunteer, sponsor, spectator or participant, be it as a runner, walker, or nordic walker.*

*In its inaugural year, Blue Nose Marathon welcomed 2,979 in our adult races and 555 youth in the youth run.*

## 2018 Participation Numbers

In 2018, we welcomed 10,835 participants to our course. Geographically, participants from every province in Canada, as well as, parts of the United States; including California, Texas, Florida, Minnesota, Massachusetts, Georgia, New York, Maine, Arkansas, Vermont, Maine, Michigan, Virginia and Pennsylvania. Europe; the United Kingdom, France, Spain, Germany, Austria, Ireland, and as far away as China, Nigeria, Kenya, Oman, Mexico, Chile, Bermuda and New Zealand.

Event	Number of participants
Scotiabank Full Marathon	287
Killam Marathon Team Relay	42 Teams 309
Blue Nose Half Marathon	1,259
BOYNECLARKE LLP 15KM	845
GoodLife FITNESS 10KM	2,103
Lifemark 5KM	2,757
Virtual Run	107
Doctors Nova Scotia Youth Run	3,168 (total)
Doctors Nova Scotia Youth Run (2KM)	1,700
Doctors Nova Scotia Youth Run (4KM)	1,468
Total	10,835

## MYLESTONES FOR 2018

### A new partnership with BOYNECLARKE LLP

To celebrate our 15<sup>th</sup> year, we proudly offered a new race at #BlueNose2018; a 15KM that would spend roughly 9 KM in Dartmouth. Once the planning began, the search began for the perfect sponsor for this new event. We were very happy to welcome BOYNECLARKE LLP 15KM on board as the newest race sponsor at the Scotiabank Blue Nose Marathon. Since the firm was founded in 1972, BOYNECLARKE LLP has called downtown Dartmouth home and has been an active part of the vibrant Dartmouth community. It was a match made in heaven! In it's inaugural year, the 15KM had 845 people participate and we look forward to growing this event with BOYNECLARKE LLP in the years to come!



### A new partnership with Aerobics First

Although we have always been friends with Aerobics First, we took a big step together this year when they signed on as the Official Running Retail Partner of the Scotiabank Blue Nose Marathon. (It's safe to say we've achieved BFF status!) Although the partnership is new, the relationship is not. Aerobics First has worked with us for many years to minimize our carbon footprint.

Together, we have diverted thousands of leftover shirts and medals from landfills by sending them to Africa where they are

used for soccer teams, peace runs and other initiatives. Many of the staff and management at Aerobics First have also participated, volunteered, or worked at the Active Living Expo for many years at the Scotiabank Blue Nose Marathon. They share the same love for keeping Nova Scotians active and proved to be an excellent partner in 2018; offering discounts to registered race participants, giveaways and more!



## The Scotiabank Cheer Mile

Thanks to Scotiabank, we excitedly embarked on a big project for #BlueNose2018 – the Scotiabank Cheer Mile. Participants in the 5KM, 10KM, 15KM, Half Marathon, Full Marathon and Marathon Team Relay got to experience their own personal cheer video on the BIG SCREEN right on course!

At the Active Living Expo, participants and their families were encouraged to film a video cheering on their loved ones. When that runner crossed the cheer mile mat, it prompted their cheer video to pop up on the screen as they ran by!



This was an exciting initiative that was very well received by our participants. Check out Edies' response to seeing her very own cheer video on course!

## New routes and a new race!

15 years of Blue Nose Marathons called for a new 15KM to celebrate, so we introduced a new distance for the 2018 event; the BOYNECLARKE LLP 15KM! In addition to this, we excitedly went back over the Angus Macdonald bridge into Dartmouth which meant, NEW ROUTES FOR 2018!

**Scotiabank Full Marathon/Killam Marathon Team Relay:** participants ran to the north end first, towards the Angus Macdonald bridge. Once in Dartmouth, they ran around Mic Mac boulevard towards a paved path of the Trans Canada Trail to start a loop around the beautiful Lake Banook. Next, they ran down Ochterloney Street towards Shore Road to go under the bridge for a unique harbour and bridge view before returning back to Halifax where they (very excitedly) ran DOWN the hills in Point Pleasant Park. One more loop of the Halifax Commons and they headed to the finish line on Brunswick street.

**Blue Nose Half Marathon:** Same course as years past with a new twist, IT'S REVERSED! This Halifax-only route left the start line and went towards and through Point Pleasant Park in the beginning (running DOWN the hills, instead of up them). Once complete, the participant ran towards the north end and around the Halifax Commons before embarking on the finish line on Brunswick Street.

**BOYNECLARKE LLP 15KM:** this brand-new route spent 9 out of 15KM in Dartmouth. Following the same route as the full marathon, participants ran to the north end first before crossing the Angus Macdonald bridge. Once in Dartmouth, they ran around Mic Mac boulevard towards a paved path of the Trans Canada Trail to start a loop around the beautiful Lake Banook. Next, they ran down Ochterloney Street towards Shore Road to go under the bridge for a unique harbour and bridge view before returning back to Halifax and heading towards the finish line.

**GoodLife FITNESS 10KM:** Following the same route as the full marathon and 15KM participants ran to the north end first before crossing the Angus Macdonald bridge. Once in Dartmouth, they did a loop under the bridge on Shore Drive and came back over the bridge to finish on Brunswick Street.

Lifemark 5KM and Doctors Nova Scotia Youth Run routes remained the same in 2018.

## New Expo Venue

It's the moment we've all been waiting for! The Nova Centre is OPEN and we moved on in to the brand new Halifax Convention Centre for the 2018 Active Living Expo. This new venue brought many new exciting opportunities for our exhibitors and we had a BLAST! This year, 54 exhibitors occupied more than 10,000 square feet of exhibit space and we welcomed more than 15,000 attendees. For the first time, all exhibitors were located on one floor and we had basketball hoops, picnic tables, food demonstrations Olympic athletes, popcorn, kombucha, a royal wedding and everything in between.



## Blue Nose Marathon Virtual Run

Can't make it to Halifax for Victoria Day Weekend? No problem! Introducing the Virtual Run – created to let you run Blue Nose wherever you are! This year we had 107 virtual runners participate in the Blue Nose Virtual Run. They ran in Great Britain, Korea, America, and all over Canada! Congratulations to all those who participated in the inaugural Scotiabank Blue Nose Marathon Virtual Run.



## Blue Nose Block Fest

Is it really your 15<sup>th</sup> if you don't have a party to celebrate? The answer is NO, so we celebrated – and we celebrated HARD with the first ever Blue Nose Block Fest.

This FREE family event took place outside of the Halifax Convention Centre, on Argyle Street. We had street performances, a Michael Jackson impersonator, a fire show, music, dancing, face painting and most importantly – CAKE! Huge thanks to Atlantic Superstore for making us a beautiful cake, to Mayor Mike Savage for MC'ing the first ever Blue Nose Mascot Race, and to Scout Camp for keeping our guests entertained all night long!



## Mic Mac Mall 5KM Bursary Program

Since 2015, Mic Mac Mall has been helping to remove financial barriers that prevent individuals from participating in the Scotiabank Blue Nose Marathon through the Mic Mac Mall 5KM bursary program. 2018 was a very successful year for the 5KM bursary with the most applications EVER received. In total, more than 100 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 for their contributions.

## CSTA Sustainable Sport Event of the Year

The CSTA Sustainable Sport Event of the Year award recognizes the outstanding achievements or contributions by individuals, companies or organizations that have helped advance sustainable and environmental stewardship within a Canadian Sport Event. This year, we were honoured to be named Sustainable Sport Event of the Year. Over the last 15 years we have made a significant effort to lower our carbon footprint, lessen our impact on the environment and promote sustainability year-round. Some of these sustainability initiatives include:



**Bottle free in 2017** – all water used on course was sourced from Halifax Water hydrants located throughout the city. No water bottles! This represents over 100,000 cups of water on race weekend.

**Halifax Transit-** to reduce carbon emissions and to encourage the use of transit on race weekend to 13,000 participants and 1,400 volunteers the event worked with Halifax Transit to offer free transit services.

**The Gambia:** To reduce our carbon footprint, we work with the Nova Scotia Gambia Association and Aerobics First to send leftover shirts and medals to the Gambia where they are used as prizes for peace runs, soccer teams and other initiatives.

**Shoe mountain** – Now in its 7th year, Shoe Mountain once again invited people to donate gently-used running shoes to Nova Scotians in need. Partnering with Souls Harbour Rescue Mission, a total of 750 pairs of shoes were distributed throughout the province.

**Prize:** In 2017, we enthusiastically embarked on a project to provide top finishers with a unique gift. Working with the Windbag company of Nova Scotia, they created a special one-of-a-kind bag that was produced from reclaimed material from past event banners, diverting them from the landfill.

**Re-used signage:** We always reuse old signage to reduce the amount of printed material on site on race weekend. Signs that are no longer relevant are used as stacking boards at water stations on race weekend.

**Leftovers & Left-behinds:** Like most events, despite our best efforts, there is usually overstock of food and drinks at the end of the weekend. Rather than letting it go to waste, we work with Souls Harbour Rescue Mission and Feed Nova Scotia 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.

**Bicycle Valet:** On race weekend, a "Bicycle Valet" is offered to participants and volunteers which provides secure bicycle parking if people chose to bike to the event.

**Reduce paper use:** Internally, the event organizers have switched to an online sharing platform for ease of sharing files. Very little work is done on paper.

**Idle free:** The lead car and sweeper car on race weekend are electric hybrid cars, generously donated by a sponsor. We also use electric hybrid trucks (approx. 15) for freight delivery to various water stations on the course.

**Reduce waste:** Additional four stream waste receptacles were added to the pre- and post-race venue and Active Living Expo to ensure compostable items and recyclables are separated from garbage. Also of note, the finisher medals (13,000) usually come individually wrapped in plastic, in 2017 and 2018 the medals did not come wrapped.

## An expanded partnership with Tim Hortons including the Tim Hortons Youth Bursary Program and the Tim Hortons Double Double

Tim Hortons joined Blue Nose as a sponsor for the first time in 2016 supplying our hardworking volunteers with delicious coffee and baked goods and serving coffee post race in the Celebration Zone. This year, they upgraded their sponsorship in a new and exciting way: introducing the Tim Hortons Double Double AND the Tim Hortons Youth Bursary Program!

### Tim Hortons Double Double

For the first time ever, we bundled up the 5KM with each of the Sunday single races, now known as the Tim Hortons Double Double! This means participants had the option to run the 5KM on Saturday, as well as a Sunday race (10KM, 15KM, Half Marathon or Full Marathon) and receive two different medals for their efforts (a first for us as well!)

### Tim Hortons Youth Bursary Program

Tim Hortons believes that thriving youth build stronger communities. This year, thanks to the Tim Hortons Youth Bursary Program, 186 kids received entry to the 2018 Doctors Nova Scotia Youth Run. Now THAT'S something to brag about!

## T-Shirt colour, Slogan and Medal contest. The peoples marathon edition!

This year we decided to give the people what they wanted: a say in the swag! In December we launched our T-Shirt Colour contest, which gave our participants the opportunity to vote for the colour T-Shirt they wanted as the official [adult] race shirt in 2018. Then, as usual, we launched our T-shirt Slogan contest which received nearly 500 entries. In early March, we unveiled the winning T-Shirt colour by launching another contest!



The crimson T-Shirt was unveiled, and participants were asked to vote for the T-Shirt slogan that they liked best. The winning slogan for 2018 was “15 years Blue right by” submitted by 13-year-old Allison Foran of Halifax.

Later in March, we launched our 4<sup>th</sup> and final contest for the 2018 season: the medal contest.

Participants were given the opportunity to vote for their favorite medal. What we didn't tell them was the second-place winner would be the second medal awarded to our Double Double participants.

The **winning** finisher medal that all race participants received in 2018 was the Silver medal that proudly boasts the number 15 (in honour of our 15<sup>th</sup> year). The Blue Nose medal was the runner up and became the first ever Double Double medal! Participants were very excited to receive two different medals at our event for the first time!



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

One of the bigger accomplishments of 2018 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 \$620,000 which is a huge accomplishment! The grand total raised was \$627,649. This year also welcomed 65 official charities to the challenge.

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 - Leukemia and Lymphoma Society of Canada – Team in Training

2nd - Brain Tumour Foundation of Canada

3rd - Dress for Success Halifax

### **Charity with Largest Number of Fundraising Runners**

1st - Symphony Nova Scotia

2nd - Ecology Action Centre

3rd - Prescott Group

### **Charity with Largest Average Amount Raised per Fundraising Runner**

1st - HOPE worldwide Canada – Team Halifax

2nd- Pathway to Progress Nicaragua

3rd - Laing House

Congratulations to all 65 charities on their incredible accomplishments this year.

Adsum Association for Women & Children

Alzheimer Society of Nova Scotia

The Aninga Project

Aphasia Association of Nova Scotia

The Arthritis Society

Autism Nova Scotia Society

Bide Awhile Animal Shelter Society

Blind Sports Nova Scotia

Brain Injury Association of Nova Scotia

Brain Tumour Foundation of Canada

Breaking the Silence Network – Tatamagouche Centre

Brigadoon Village

Canadian Aniridia Foundation

Canadian Pulmonary Fibrosis Foundation

Childhood Cancer Canada Foundation

Children's Wish Foundation of Canada (Nova Scotia division)

Chisholm Services for Children

Common Roots Urban Farm

Craig's Cause Pancreatic Cancer Society

Cystic Fibrosis Canada

Dartmouth General Hospital Charitable Foundation

Dalhousie Medical Research Foundation

Dartmouth Family Centre

Diabetes Canada

Direction 180

Discovery Centre

Dress for Success Halifax Society

Ecology Action Centre

Epilepsy Association of Nova Scotia

Feed Nova Scotia

Halifax Dance Association

Halifax Refugee Clinic

Halifax Regional Search and Rescue

Heart and Stroke Foundation

Hope for Wildlife

Hope Worldwide of Canada

Immigrant Services Association of Nova Scotia (ISANS)

Independent Living Nova Scotia

IWK Foundation

Jonathan David Wayne Lewis Foundation

Laing House

The Leukemia & Lymphoma Society, Team in Training

Literacy Association of Nova Scotia

The Lung Association of Nova Scotia

The Mental Health Foundation of Nova Scotia

Metro Care and Share Society

Mocean Dance Society

Multiple Sclerosis Society of Canada

Muscular Dystrophy Canada

Nourish Nova Scotia Society

Nova Scotia Gambia Association

Nova Scotia Sea School Society

Ovarian Cancer Canada

Parkinson Canada

Pathway to Progress Nicaragua

Prescott Group

President's Choice Children's Charity

QEII Health Sciences Centre Foundation

Special Olympics Society of Nova Scotia

Support Services Group

Symphony Nova Scotia

The Club Inclusion

Welcome Housing and Support Services

World Wildlife Fund

YMCA of Greater Halifax/Dartmouth

## Introducing: The Myles Club!

The Scotiabank Blue Nose Marathon has been running for 15 years – and we are proud to introduce you to the Myles Club. A club created to recognize the efforts and commitment of people who have participated in our event for 15 years. They have been with us every step of the way. Neither rain, nor sleet, nor snow has kept them from showing up to GIV'ER and you NOSE we have to celebrate!

Myles club members receive their 15th Blue Nose Marathon entry free, as well as an honorary Myles Club bib.



### Congratulations to our 2018 inductees:

Ken McCormick

Carolyn Morrison

Laura Leslie

Jenny Keenan

Darrell Ling

Sherri Murney

Barb Brennan

Edward Cobb

Cecile Chavy

Louise Leduc

Randy Currie

Roger Ebbett

Richard Richard

Rod McCulloch

Gerald Walsh

Jokathy Keeping

Mark Campbell

Michael Mackenzie

Joanne Lane

## Myles in the community: Excel programs, school outreach, Charity visits, run club visits and more!

Our 15th year was our busiest year yet!

Myles visited numerous run clubs, charities, schools and local events to spread the word about how much fun we have at the Scotiabank Blue Nose Marathon.

We visited 11 Excel programs, delivering a program on heart health and the important of staying active. We visited 5 Kids Run Clubs and participated in their warm up and weekly group run. We visited Dartmouth North Community Food Centre, Prescott Group, The Dartmouth General Hospital Foundation, YMCA of greater Halifax and Dartmouth, Leukemia and Lymphoma Society, Bide Awhile, Ecology Action Centre, and Symphony Nova Scotia to aid them in their Scotiabank Charity Challenge fundraising efforts.

We visited 8 run clubs across the province to find out how good they can Giv'er, and Myles ran weekly with Team Myles Halifax to prepare for his big 5KM run on race weekend! We visited sponsors Killam Apartment REIT, Halifax Chamber of Commerce, Moksha Yoga Halifax, Aerobics First, BOYNECLARKE LLP, Scotiabank, Delta Hotels, Enterprise and showed them how much we appreciate their support! We held a registration drive at Mic Mac Mall with Virgin Radio and gave out thousands of high fives to our friends who came to visit us!

We thoroughly enjoy being a part of the vibrant running community in Halifax and look forward to furthering these efforts in the years to come!



## Proud Sponsor of the Youth Running Series

This year was an exciting year for many reasons, one being that we entered the world of sponsorship for the first time! We are passionate about keeping youth active and thrilled to be a sponsor of the Youth Running Series. This worthwhile organization hosts 11 races between April and November ranging from 0.5 km to 2.2 km in distance. Much like us, they encourage participation by those of all abilities and it is a requirement that everybody has FUN!



## Mascot Race

We always say that our event is welcome to people of all ages and abilities but what about... mascots?

Myles decided enough was enough and this year we hosted the first ever Blue Nose Marathon Mascot Race. On Friday evening, sprinting down Argyle street in front of a huge crowd, our loveable Myles took home the crown and Mayor Mike Savage presented him with his trophy! Thanks to the Big Tims Cup, Hal, Parka, Mr. MacPass, The minions, Napkin Man, Scout and Sammie for putting your best foot forward! We look forward to battling it out again soon!



# 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 15th 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 2018 Scotiabank Blue Nose Marathon.

We hope you had your best time ever!

See you next year!

~ Your friends at the Scotiabank Blue Nose Marathon

