



## Title sponsorship available for the largest running event in Atlantic Canada

**HALIFAX, NOVA SCOTIA – (February 8, 2022)** – The Blue Nose Marathon is returning to Halifax this Victoria Day May long weekend as one of the largest and most anticipated community events of the year, welcoming more than 10,000 people (pre-COVID-19) annually from all over the world. Now, for the first time in more than 13 years, the title sponsorship of this iconic event is available.

The Blue Nose event is a staple for Nova Scotia and the region as a whole. It’s a kick-off to spring, leaving winter behind and starting the race season. With a well-educated, ethnically diverse running audience, the prospective title sponsor is offered multiple touchpoints to engage this audience and build valuable consumer relationships—not just on race weekend, but throughout the entire year.

“The Blue Nose Marathon serves as a catalyst to promote health, fitness and active lifestyles for participants of all levels, abilities and ages,” said Sherri Robbins, Executive Director of the Blue Nose Marathon. “This is an exciting opportunity to get involved in the community and celebrate healthy, active living.”

Blue Nose has been fortunate to have lifetime partners with businesses and organizations that share our mission to get people active. As title sponsor, a company will be connecting with a diverse community of partners, charities, participants, volunteers, and spectators, and be offered multiple opportunities to create memorable, engaging experiences with these like-minded groups.

For more information on sponsorship opportunities with the Blue Nose Marathon, visit <https://bluenosemarathon.com/about/sponsor-inquiries/>

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### About Blue Nose Marathon

The Blue Nose Marathon, known as ‘the people’s marathon’, is the signature event of Blue Nose. This event welcomes all ages, abilities and fitness levels traditionally occurring annually on Victoria Day weekend. Blue Nose Marathon is a community-based and volunteer-driven organization. The organization also owns and operates other running events, including the Valley Harvest Marathon, The Night Owl, The Popsicle Run and Not Since Moses.

### For media enquiries only:

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