

**JUST GIV'ER!**

**BLUE  
NOSE  
MARATHON**

**Blue Nose Marathon  
2022 Report to the Community**





## Table of Contents

Executive Summary.....	3
About Blue Nose Marathon .....	4
Historical Background .....	4
Impact .....	5
Dale DuPlessis .....	5
Jenny Keenan .....	6
Team Myles.....	7
Virtual Run .....	7
Youth Run Community Events .....	8
Our House Youth Wellness Centre .....	8
Pleasant Bay.....	8
Sheet Harbour.....	9
Blue Nose in the News .....	9
Volunteers.....	10
2022 Participant Numbers.....	10
'Mylestones' for 2022 .....	11
Return to Victoria Day Weekend and Dartmouth Routes .....	11
Scotia Square Shoe Mountain.....	11
New Partnership with Royal LePage Atlantic.....	11
Mic Mac Mall Bursary Program .....	12
T-Shirt Contest and Medal .....	13
Giv'er Charity Challenge.....	13
Official Giv'er Charity Challenge Partners.....	14



## Executive Summary

Blue Nose Marathon, now returned to its traditional place on Victoria Day long weekend (May 21 and 22), welcomed nearly 6000 participants to the start line for one of the six running events at the 19th Annual Blue Nose Marathon. Around 300 fundraisers participating in the event have raised an estimated \$160,000 as part of the Giv'er Charity Challenge program. The Blue Nose Marathon was a tremendous success and reached a variety of new 'Mylestones' in its nineteenth year running. Key takeaways in the 2022 Blue Nose Marathon include:

- Community impact
- Team Myles
- Virtual Run
- Youth Run community events
- Blue Nose in the news
- Volunteers
- Blue Nose Marathon's return to Victoria Day weekend and Dartmouth
- Scotia Square Shoe Mountain
- New partnership with Royal LePage Atlantic
- Mic Mac Mall 5KM Bursary Program
- T-shirt contest and medal



## 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, consisting of two key pillars:

1. Walking/running events, including the Royal LePage Atlantic Full Marathon, Killam Marathon Team Relay, Medavie Blue Cross Half Marathon, GoodLife FITNESS 10KM, Lifemark 5KM and the Doctor’s Nova Scotia Youth Run – 2KM and 4KM.
2. Giv’er Charity Challenge, a fundraising initiative for charities and Blue Nose participants to raise funds for a charity of their choice. In 2022, 47 local charities and nearly 300 participants joined together to raise over \$160,000.

The Active Living Expo did not occur in 2022 due to public gathering limits; however, its highly anticipated return is suspected for 2023.

## 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 or fitness level—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, 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, 19 years later, Blue Nose has doubled that figure, reaching upwards of 10,000 participants pre-COVID-19, with the support of the community, partners, volunteers and participants.

## Impact

For some, the Blue Nose Marathon is 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; 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 cannot do it without '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!

### Dale DuPlessis

In 2010, Dale DuPlessis accompanied his son, Mark DuPlessis, to a running event for the first time as a spectator. Amazed by the size of the start line and the atmosphere of the event, Dale decided, at the age of 83, that he would like to participate in his first race. The following year, Dale travelled from his hometown in Moncton to attend the Blue Nose Marathon 5KM event, alongside his granddaughter, Morgan. Not long after, Blue Nose grew to become a family tradition.

Over the years, more family members joined the Blue Nose celebration, travelling from all over Canada to walk the 5KM. Children, spouses, grandchildren, cousins and friends annually coming together to cross the finish line, side-by-side with Dale.

"Victoria Day weekend soon turned into Blue Nose Weekend," said Mark DuPlessis. The family tradition quickly became an annual highlight and drive to bring everyone together.

This May, Dale celebrated his 95th birthday just weeks before Blue Nose Marathon, and, once again, crossed the finish line with 15 family members and friends by his side.



"My father is big on the value of staying active," shared Mark. "Every year, our time may get longer, but we participate to celebrate, not compete."

Blue Nose Marathon remains a time to recognize the value of unity and healthy, active living, which is exactly what Dale and his crew embody every year that they continue to approach the start line and 'Giv'er'.



## Jenny Keenan

Meet Jenny Keenan! Jenny participated in the Blue Nose Marathon GoodLife FITNESS 10KM and placed third in her age category (women ages 70-79). Upon receiving her award, Jenny shared her appreciation for the community celebration and how she has been a longstanding participant, taking part in every event since the first-ever Blue Nose Marathon in 2004. She is eager to beat her time, hit new personal bests, and conquer her next goal, sharing that she is excited to partake in the 20<sup>th</sup> annual event next year. Jenny's passion for running began in the early 2000's. At the time, Jenny did not think she'd be able to run a track, but after being introduced to the sport, she's never looked back. Jenny has run full marathons but prefers the 10KM and 15KM distances. Although Jenny likes to take on a challenge, she expressed that the real joy of running events is their sense of community. It's always good to push yourself and hit new goals but bringing everyone together in celebration of active living is the highlight of the Blue Nose event for many, including Jenny.



## Team Myles

In 2022, Team Myles had 29 members in the 10KM group, including coaches, mentors and team members. Our Team Myles members are Blue Nose ambassadors who receive complementary training, fitness plans, race entrees and more, to help them achieve the goal of living a more active and healthy life. In partnership with Lifemark, our Team Myles members embark on a 12-week training regime to help them complete their distance in the Blue Nose Marathon. They continue to challenge each other and create new goals. Some ambassadors who did not think they could complete a 5KM distance, were



able to double up races and do both the 5KM and 10KM by the end of their program. In the process, they become a close-knit group who go out of their way to make sure every team member crosses that finish line!

Team Myles members are selected early in the new year when applications are open to the community to become a part of this amazing program. Team Myles has been a huge success for the Blue Nose Marathon because each member becomes a walking spokesperson for the transformative power of fitness and fun, no matter your age or fitness experience, and that organic form of encouragement and inclusivity is what the Blue Nose Marathon encompasses.

## Virtual Run

The Blue Nose Marathon virtual run allows participants to remotely participate in the distance of their choice. Virtual participants can run, walk or wheel from their own front step, the cottage, overseas or wherever they feel most comfortable. Participants are even welcome to participate in the Blue Nose routes, which are available online, if they reside in the community. Alternatively, they are given tools to help map their own course if distance prevents them from joining, or if they have a preferred location to race. Upon completion and submitting results, participants are presented with a Finished'er Certificate. Virtual race kits also include a race bib, Finished'er shirt, additional swag and a beautiful Finished'er medal. This year Blue Nose Marathon had more than 500 virtual participants.

## Youth Run Community Events

Blue Nose Marathon has proudly expanded the Doctors Nova Scotia Youth Run to reach communities across the province! Youth Run community events are a great opportunity for communities where distance prevents youth from attending the in-person event to get involved and celebrate, encouraging youth to enjoy activity and the great outdoors.

Through this unique program, communities across Nova Scotia were able to come together to bring a truly exceptional experience to their youth. All participants were provided Finished'er shirts and received their well-earned medals at the end! Some Youth Run community event highlights include:

### Our House Youth Wellness Centre

Our House Youth Wellness Centre in Shelburne County hosted their first-ever Doctors Nova Scotia Youth Run event on June 11, 2022, at the Shelburne Firehall. The mission of Shelburne County Youth Health and Support Association (est.1998) (SCYHSA), also known as Our House Youth Wellness Centre, is to achieve a healthy youth population based on the broad social determinants of health. Our House aims to empower all young people to discover meaning and direction for their lives, develop positive relationships with others and to contribute positively to the communities in which they live. With this mission in mind, they welcomed around 60 youth to celebrate healthy, active living this spring.



### Pleasant Bay

In their second year participating, Pleasant Bay welcomed over 100 participants to the start line on June 16, 2022. This event was coordinated by Ashley Crowley, a teacher from Pleasant Bay School, who got the entire community involved. With only seven youth enrolled in Pleasant Bay School, 96 youth were bussed from the next school over—nearly an hour away—to join the run and community-based celebration.



“Pleasant Bay has both financial and geographical challenges. Being a tourism community, Pleasant Bay took a hit economically when Covid struck. Extra curricular and sports is almost impossible for any of my students and providing opportunities to my seven students is always my top priority. So, thank you all for helping make it possible,” said Ashley Crowley, event organizer and teacher at Pleasant Bay School.

### Sheet Harbour

On May 29, 2022, nearly 50 youth and their families joined together in Sheet Harbour’s Taylor’s Head Provincial Park for the second annual Sheet Harbour Youth Run. A local radio station attended the celebration, playing music, and proudly announcing the Finished’ers’ names as each one crossed the finish line, but the festivities didn’t end there! After medals were earned, everyone enjoyed a community barbecue hosted by Nova Scotia Ground Search and Rescue.



### Blue Nose in the News

Many amazing stories come out of Blue Nose Marathon. This year, most of the media coverage has revolved around the return to Victoria Day long weekend, as well as Dartmouth routes, for the first time since 2018. Some examples of news stories include:



## Volunteers

Blue Nose Marathon is owned by the community and driven by volunteers. Every year, it takes hundreds of volunteers to host an event of this magnitude. This year, just under 1,000 individuals and groups volunteered, many of which have been long-standing supporters of the event, some volunteering annually since 2004.



Volunteer opportunities are available in marketing and communications, participant services, race operations and more. We have shifts available weeks in advance of the event to help notify communities and prepare kits, as well as many on-site event positions, such as course marshals, course photographers, start and finish line support, food and hydration services, medal presenters, and more! Blue Nose Marathon is a great opportunity to get out in the community, meet life-long friends and gain some hands-on event experience!



## 2022 Participant Numbers

Blue Nose Marathon welcomed participants from across Canada and the United States. Blue Nose Nation also spanned Europe, with participants from the United Kingdom, Denmark, Switzerland, Italy, and Ireland, and as far away as Australia.

Event	Number of Participants
Doctors Nova Scotia Youth Run 2KM	988
Doctors Nova Scotia Youth Run 4KM	479
Lifemark 5KM	1236
GoodLife FITNESS 10KM	1100
Medavie Blue Cross Half Marathon	829
Royal LePage Atlantic Full Marathon	188
Killam Marathon Team Relay	189
Virtual Run (no distance specified)	514
Double Up	325
<b>Total</b>	<b>5,848</b>

## 'Mylestones' for 2022

### Return to Victoria Day Weekend and Dartmouth Routes

For the first time since 2018, Blue Nose Marathon has returned to its traditional place on Victoria Day long weekend, May 21 and 22.

"We're thrilled to be back to May long weekend!" Says Sherri Robbins, Executive Director of the Blue Nose Marathon. "For the first time in four years, not only have we returned to our familiar schedule, but our Sunday races also were able to experience the vibrant streets of Dartmouth. It's great to begin to get back to our roots, and we wouldn't be here today without the continued support of our partners and volunteers," added Sherri.

Not only has Blue Nose Marathon returned to springtime race dates, but all Sunday races also crossed the A. MacDonald Bridge into Dartmouth. The bridge was a fun addition to this year's event, especially for the half marathoners. The Medavie Blue Cross Half Marathon has not entered Dartmouth since 2006, so this was an exciting change for many participants.

### Scotia Square Shoe Mountain

The Scotia Square Shoe Mountain has returned, now in its ninth year! Hundreds of pairs of gently used footwear were donated during Kit Pick Up at Scotia Square. All footwear was collected by Souls Harbour Rescue Mission on event weekend and has been distributed to the community across Nova Scotia.



### New Partnership with Royal LePage Atlantic

Blue Nose Marathon has partnered with Royal LePage Atlantic, proudly naming them race sponsor of the Full Marathon event, to be known as the Royal LePage Atlantic Full Marathon.

Since 1913, Royal LePage has been helping Canadians buy and sell their homes and supporting the communities in which they serve. Royal LePage considers real estate to be as much a passion as it is a business. That is why they continually lead the industry in offering high-quality real estate services.



"The Blue Nose is an event that encompasses what we love about the community here in Halifax — co-operation, supportiveness, achievement and positivity," said Matthew Honsberger, President of Royal LePage Atlantic. "These are such deep core values of ours that when we heard about the opportunity to become the race sponsor for the Marathon, we jumped at it. We are so excited to be involved with one of the most uplifting weekends of the year here in HRM!"

The Royal LePage Atlantic Full Marathon is a Boston qualifying event that takes participants on a 42.2KM (26.2 mile) adventure through the dynamic streets of Halifax and Dartmouth, Nova Scotia. The course allows participants to experience several main attractions, including the beautiful harbour, Lake Banook, the vibrant North End, Point Pleasant Park, and the downtown core. Royal LePage organized numerous cheer stations throughout this course to encourage, support and motivate participants during the entire 42.2KM stretch.

“Blue Nose is thrilled to be partnering with Royal LePage Atlantic,” said Sherri Robbins, Executive Director of the Blue Nose Marathon. “There is a strong alignment between our organizations and their emphases on community. Royal LePage Atlantic’s commitment to cheer stations and positive energy has added so much excitement to this community celebration.”

In addition to numerous cheer stations, Royal LePage has also introduced a personal best bell to Blue Nose events. On race weekend, an estimated 200 participants were able to proudly ring the bell. Blue Nose Marathon is the perfect time to challenge yourself and create and conquer new goals. The personal best bell is a fitting addition to the event. Ringing the bell is a rewarding experience for participants to take part in and celebrate new achievement.



### Mic Mac Mall Bursary Program

This year, the Mic Mac Mall Bursary Program has returned! Beginning in 2015, Mic Mac Mall has been helping to remove financial barriers that prevent individuals from participating in the Blue Nose Marathon through the Mic Mac Mall 5KM Bursary Program. More than 160 people received entry to the 2022 Lifemark 5KM event, some even placing in their age category! We look forward to continuing efforts to provide more Nova Scotians with the opportunity to participate in our event, and we thank Mic Mac Mall for their contributions.

*“I did better than I expected, and I was even first in my age group in the posted unofficial results. I received a bursary to register, and I may not have participated in the race if not for this. Having been chosen as a bursary recipient motivated me to run, and I feel the health benefits of doing so and really enjoyed the event.” – Bursary Recipient*

### T-Shirt Contest and Medal

As ‘the people’s marathon’, Blue Nose turns to the participants in swag decision-making! In March, we launched our Finished’er t-shirt contest, which gave Blue Nose Nation the opportunity to vote for their preferred t-shirt design. Aligning with the 2022 spring campaign, the t-shirts were a beautiful mint green with three fun, witty slogans: “You can almost smell it. (Or is that me?)”; “So long hibernation. Hello Blue Nose Nation.”; and “Spring in your step.” Blue Nose Marathon received nearly 2000 vote responses, with the Blue Nose Nation design taking the lead, earning 717 votes total.



The Finished’er shirt was complimented with a colourful spring medal. Rich colours, such as purple, orange and yellow, were used in this unique design, along with the slogan “Spring has sprung”. The Double Up medal fits with the Finished’er medal to form a flowerpot. This year, 414 Double Up medals were earned, 89 being virtual Double Up participants and 325 participating in-person.



### Giv’er Charity Challenge

The Giv’er Charity Challenge is a unique fundraising program available at the Blue Nose Marathon, where participants can make their run/wheel/walk more meaningful by raising funds for a charity in Halifax, Nova Scotia, or anywhere in Canada. For charities, it provides a platform for friendly fundraising competition, hence the “challenge”. This year, Blue Nose Marathon had 47 Official Charity Partners and nearly 300 fundraisers involved. An estimated \$160,000 was collectively raised in support of many unique initiatives in the community.



## Official Giv'er Charity Challenge Partners

Alice House	IWK Foundation
ALS Society of New Brunswick and Nova Scotia	Laing House
Alzheimer Society of Nova Scotia	Lung Cancer Canada
Aninga Project	MacPhee Centre for Creative Learning
Autism Speaks Canada	Mental Health Foundation of Nova Scotia
Bide Awhile Animal Shelter	MS Society of Canada, Atlantic Division
Big Brothers Big Sisters of Greater Halifax	North End Opportunities Fund
Brain Injury NS	North Mountain Animal Sanctuary Society
Brigadoon Village	Nourish Nova Scotia
Cassie + Friends	Nova Scotia SPCA
Chisholm Services for Children	Nova Scotia Talent Trust
Craig's Cause Pancreatic Cancer Society	Nova Scotia Youth Orchestra
Crohn's and Colitis Canada	Our House Youth Wellness Centre
Cystic Fibrosis Canada	Ovarian Cancer Canada
East Preston Day Care Centre	Pathway to Progress Nicaragua
Easter Seals Nova Scotia	Playing and Learning Together
Eating Disorders Nova Scotia	Prescott Group
Ecology Action Centre	President's Choice Children's Charity
ElderDog Canada	Ronald McDonald House Charities Atlantic
Elizabeth Fry Society Mainland NS	Shelter Movers Nova Scotia
Epilepsy Association of the Maritimes	Souls Harbour Rescue Mission
Family SOS	TEAM Work Cooperative
Fighting Blindness Canada	The North Grove
Halifax Dance	