



FOR IMMEDIATE RELEASE:

Emera becomes title sponsor of the Blue Nose Marathon

Halifax, N.S. - (Nov. 9, 2022) - Emera Inc. is the new title sponsor of the Blue Nose Marathon, Atlantic Canada's largest annual running and walking event based out of Halifax, Nova Scotia, to be known as the Emera Blue Nose Marathon.

From a single electric utility in Nova Scotia, Emera has grown into an energy leader serving over 2.5 million customers in Canada, the U.S., and the Caribbean. With a focus on safely delivering cleaner, reliable energy, Emera is committed to their team and the communities they serve. This commitment has led the organization to many community-based initiatives, including a new partnership with the Blue Nose Marathon.

Known as 'the people's marathon', the Blue Nose welcomes all ages, abilities and fitness levels to the start line each year. As the population landscape of Atlantic Canada continues to change and shift, engaging communities and ensuring all people feel welcome in Blue Nose Nation continues to be a key focus. This year, as Blue Nose celebrates 20 years of community building, the organization is looking towards the next chapter, building on the legacy of inclusion, and deepening their work with equity seeking groups on a journey towards a more diverse, equitable and inclusive event. Blue Nose will begin by better understanding who their participants are and the potential barriers that may exist for others.

"Blue Nose Marathon has an incredible legacy of community building, and we are thrilled to partner with the 'people's marathon' to celebrate healthy living in our communities", said Karen Hutt, EVP Business Development & Strategy, Emera Inc. "We are excited to know that our partnership with Blue Nose will support our collective journey to ensuring everyone feels welcome at the start line."



Larry MacEachern, Board Chair, Blue Nose Marathon and Karen Hutt, EVP Business Development & Strategy, Emera Inc.

Since the inception of Blue Nose, the organization has been focused on creating a safe and welcoming environment to celebrate healthy living and physical activity; however, they recognize that creating space for everyone to feel welcome at the start line comes well before race day. As an extension of Blue Nose Marathon's longstanding efforts to ensure people of all abilities are included, the organization will collaborate with equity seeking groups in the province to explore and address what barriers



exist for race participation. With the support of Emera, Blue Nose is continuing their journey towards creating an inclusive sporting event where all communities feel welcome.



“Blue Nose Marathon is thrilled to be partnering with Emera,” said Sherri Robbins, Executive Director of the Blue Nose Marathon. “With their investment, we will connect with key partners and equity seeking groups, continuing important conversations to help identify and remove existing barriers that prevent their involvement in the annual celebration. Together, we want to ensure everyone has the opportunity to experience the thrill and excitement of participating in the Emera Blue Nose Marathon.”

As part of the Emera Blue Nose Marathon partnership, 200 additional complementary race entries will be provided for one of its six events, with a focus on equity seeking groups. Providing complementary race entries is one way the partnership aims to foster belonging at the start line and open the door for deeper conversations to identify where remaining gaps exist.

Those interested in participating in one of the six Emera Blue Nose Marathon events can visit bluenosemarathon.com. If your organization would like to learn more about this partnership and get involved, please contact the Blue Nose team at admin@bluenosemarathon.com or 902.496.1889.



About the Blue Nose Marathon

The Emera 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 and walking events, including the Valley Harvest Marathon, The Night Owl, The Popsicle Run and Not Since Moses.

About Emera Inc.

Emera is a geographically diverse energy and services company headquartered in Halifax, Nova Scotia, with approximately \$36 billion in assets and 2021 revenues of more than \$5.7 billion. The company primarily invests in regulated electricity generation and electricity and gas transmission and distribution with a strategic focus on transformation from high carbon to low carbon energy sources. Emera has investments in Canada, the United States and in three Caribbean countries. Additional information can be accessed at www.emera.com or at www.sedar.com.

Emera Blue Nose Marathon Logo



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