



The North Shore's premier running event

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## MEDIA RELEASE

**New half marathon event on the North Shore to be a premier running experience.**

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**West Vancouver, BC** – The North Shore will be home to the area's newest stand-alone half marathon road running event on Sunday, October 6<sup>th</sup>, 2013. The new North Shore Credit Union Spirit of the Shore Half Marathon will fill a gap in the half marathon road running scene on the North Shore. Organizers plan to make this new event a premier running experience, one that runners from around the Lower Mainland will want to do year after year.

"We are excited to be launching a new event in another very scenic part of the province," says Dave Clark, race director and co-founder of Whistler Friends Society, the nonprofit organization that owns and operates the new North Shore half marathon as well as its sister event, The North Face Whistler Half Marathon.

"North Shore Credit Union has a strong history of sponsoring running events as part of our philosophy of supporting the overall wellness of our clients and our community," says North Shore Credit Union's President and CEO, Chris Catliff. "We are delighted to be title sponsor of this exciting new run that will showcase many of the North Shore's most beautiful landmarks."

The running community will begin to hear about the event at the Outdoor Adventure and Travel show at the Vancouver Convention Centre, March 2-3, where the run will share a booth with The North Face Whistler Half Marathon.

The race route and course details will be announced later in the spring upon completion of traffic planning and final route management details. The route promises to be a scenic course through parts of West and North Vancouver, with views of English Bay, the Lions Gate Bridge, and Vancouver's skyline, with the North Shore mountains as backdrop.

Further information and updates can be found at the event's website, [www.spirithalfmarathon.com](http://www.spirithalfmarathon.com). Registration opens April 1<sup>st</sup>, with early bird pricing in effect until May 15 at \$79 per person including all taxes and fees. \$5 from every registration will be donated directly to event's beneficiaries, BC Children's Hospital's oncology ward and the Crohn's and Colitis Foundation of Canada.



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### **About Whistler Friends Society**

Whistler Friends (Community Health and Welfare) Society ([www.whistlerfriends.com](http://www.whistlerfriends.com)) is a non-profit event producer based in Whistler BC. Founded in 2002 Whistler Friends Society produces numerous events annually including The North Face Whistler Half Marathon, among others. The society's charities of choice are the Crohn's and Colitis Foundation (CCFC) and BC Children's Hospital Foundation. For more information on these charities please visit [www.ccfc.ca](http://www.ccfc.ca) and [www.bcchf.ca](http://www.bcchf.ca).

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