



whistlerHALFmarathon

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2nd annual running of The North Face Whistler Half Marathon SOLD OUT

Little Rippers Kids Run popular and still time to register

Media Release

January 31, 2012

Whistler, BC Just 30 days after registration opened for the 2012 edition of The North Face Whistler Half Marathon, the half marathon run is now sold out.

"Selling all 1,000 available spots before the end of January shows the demand for running events such as this. The popularity of running as a lifelong sport has grown exponentially over the past decade and appears to be continuing for the foreseeable future" says Dave Clark, race director.

"The popularity of destination runs is evident, not just here in Whistler but around the globe. Recent proof of this is the Honolulu Marathon which ran in December with over 19,000 runners in the full marathon distance; as well as this past weekend at the ING Miami Marathon where over 25,000 people took part." Clark adds.

Runners will be visiting Whistler from near and far. A first glance at the half marathon demographics show 42% of registered runners being from Sea to Sky country, 31% from Metro Vancouver, 7% from Vancouver Island, another 8 % from Washington State, and the remainder from various areas. In total, runners represent 5 countries, 6 provinces, and 6 states.

The Little Rippers kids run, which was added to the event schedule for race weekend in June has also proven to be popular with 30% of the spots already spoken for. This is a great way to introduce younger children to the excitement of running in a format that is different from what they may experience in their school track and field events. It is also parent friendly so for kids who may be a bit uncomfortable to run on their own, parents can join them and be there at their side encouraging them as they make their way along the 1 km course.

Tickets for the Carbo load dinner are still available, but have also proven popular with approx. 75% of available seats already sold. The carbo load dinner is a traditional event held the night before the race to provide runners a well-



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rounded, race friendly meal; and to meet and mingle with other runners. This year we are adding guest speakers to the dinner event, ones that will provide last minute inspiration and motivation to the athletes. The carbo load dinner is being held at the Whistler Brewhouse at 7pm on Friday June 1st and tickets can be purchased on line at www.whistlerhalfmarathon.com

Other opportunities to get involved include volunteering for race weekend. There are a number of opportunities for groups and individuals to support the event by volunteering for positions such as course marshal, helping at package pick up, first aid, etc. For more information on volunteering and to apply please visit the volunteer section of our website.

For more registration and race weekend information, or to visit our media room with past media releases and story starters, please visit:

www.whistlerhalfmarathon.com

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About Whistler Half Marathon

Canada's hottest half-marathon will take place June 2, 2012 in Whistler, BC, one of North America's premier mountain resort destinations. Produced by Whistler Friends (www.whistlerfriends.com), a non-profit event producer, the Whistler Half Marathon has chosen the Crohn's and Colitis Foundation (CCFC) as its primary charity, with \$5 from every registration being donated to the CCFC. For more information on the CCFC, please visit www.ccfc.ca

About The North Face®

The North Face, a division of VF Outdoor, Inc., was founded in 1968. Headquartered in San Leandro, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.