



# whistlerHALFmarathon

## MEDIA RELEASE

The North Face joins inaugural Whistler Half Marathon as title partner.

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Whistler, BC – Bringing decades of experience in the world of endurance and athletic pursuits, The North Face has joined the Whistler Half Marathon as the event's title partner. Race participants can expect great involvement from The North Face, including a wonderful short sleeved technical shirt as part of their race packet.

"This partnership is a perfect marriage on many levels", says Dave Clark, Race Director. He adds "The North Face has always had a strong presence in our community where their product is found in the closets and gear sheds of most every resident in town". With their new store in Whistler and more space for products, Whistler runners now have an expanded set of options when looking for technical running gear.

Race Organizers and The North Face management are thrilled with the opportunity the partnership brings to both organizations. "A half marathon in Whistler has epic written all over it. This event has what it takes; a great community, a great cause, and a distance and course to inspire, challenge and encourage all to participate. The North Face is extremely proud to be a part of this event", states Corey Stecker, marketing manager for The North Face Canada.

### About Whistler Half Marathon

Canada's hottest new half-marathon will take place June 4, 2011 in Whistler, BC, one of North America's premier mountain resort destinations. Produced by Whistler Friends, a non-profit event producer, the Whistler Half Marathon has chosen the Crohn's and Colitis Foundation (CCFC) as our primary charity, with \$5 from every registration being donated to the CCFC. For more information on the CCFC, please visit [www.ccfc.ca](http://www.ccfc.ca)

Cont....

[www.whistlerhalfmarathon.com](http://www.whistlerhalfmarathon.com)

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## 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.

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