

whistlerHALFmarathon

www.whistlerHALFmarathon.com

MEDIA RELEASE

**New Year starts off with brisk registration for Whistler Half Marathon;
All-inclusive pricing and hotel rooms from \$109 make for great value.**

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Whistler, BC – If registration in the first few hours of the New Year is any indication, the new Whistler Half Marathon is going to be a very popular event. “Today is a major milestone for the event, and within just a few hours of registration opening dozens of runners had already signed up, some as far away as Minnesota”, says Dave Clark, race director. “We are thrilled with the initial response of runners to come to Whistler and run what will be a spectacular course”.

Canada’s hottest new half-marathon will take place June 4, 2011 in Whistler, BC, one of North America’s premier mountain resort destinations, and organizers are well on the way to building the Whistler Half Marathon into one of the ‘must-do’ events on runners’ race calendars. With a following of facebook fans and e-mail subscribers from all over the globe, it appears that there is a strong desire in the running community for a road race in the resort.

Clark attributes the response mostly to Whistler’s lure as a fantastic destination, and the Whistler Half Marathon provides one more reason to visit Whistler. But he also believes that pricing it right makes a difference too. “Our all-inclusive approach to race fees, coupled with hotel rooms as low as \$109 at our host hotel, the Crystal Lodge, makes for a very compelling reason to run Whistler”.

The race web site, www.whistlerhalfmarathon.com, has seen consistent traffic since its launch in August; as has the event’s social media outlets.

A portion of race fees will go to support research for a cure to inflammatory bowel disease through the Crohn’s and Colitis Foundation of Canada (www.ccfc.ca).

Media contact: Dave Clark, dave@whistlerhalfmarathon.com or 604 905 2533

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