



whistlerHALFmarathon

MEDIA RELEASE

Long Awaited Race Course Route Revealed for June 4th event.

March 2, 2011 – For immediate release

Whistler, BC – Canada’s newest half marathon running event will immerse athletes and spectators in sport culture unlike any other in the country. Start and finish lines will be in the newly redesigned Whistler Olympic Plaza providing event participants with an unprecedented sport culture experience.

Warming up and cooling down in the exact location where Olympic and Paralympic athletes received their Bronze, Silver, and Gold Medals during the 2010 Winter Games makes The North Face Whistler Half Marathon a unique destination run for athletes of all abilities.

“Imagine a start line in the shadow of the Olympic Cauldron, and a finish line with a view of the Olympic Rings and Paralympic Agitos framed by the iconic Peak to Peak gondola. In between, there is a 21.1km race course which covers some of the most scenic roadways and paved pathways in the Whistler Valley”, says Dave Clark race director.

With stunning views of Blackcomb and Whistler ski areas from Blueberry Hill to the expansive lake and mountain views at Rainbow Park, the course has been designed to take in some of Whistler’s most incredible vistas. Residents in the Whistler Cay, Blueberry Hill, Alta Vista, White Gold and Spruce Grove neighbourhoods are going to find themselves in the middle of the action with their front yards bordering on the race route. Households along the race course are invited to support event participants by “animating” their yards, cheering along athletes, playing music, and adding to the event atmosphere.

Clark says “We want the community and neighborhood residents to embrace the event, and put their mark on it by making the race course fun and memorable. These residents really have the opportunity to help make this event a big success for years to come.”

www.whistlerhalfmarathon.com

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More information on the event and a race map are available online at the event website www.whistlerhalfmarathon.com.

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 (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.

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