



whistlerHALFmarathon

MEDIA RELEASE

Some of BC's fastest runners to chase a \$1,000 prize purse in first ever The North Face Whistler Half Marathon.

May 19, 2011 – For immediate release

Whistler, BC – Canada's newest half marathon not only sold out 9 weeks ahead of race day, but it has also attracted some of the fastest runners in British Columbia. Elite runners from the Lower Mainland and Vancouver Island will make the trip to Whistler to battle it out for the bragging rights of course record holder, and also a \$1,000 prize purse.

"Being able to offer prize money in our first year was an idea that was beyond our wildest dreams 6 months ago, but with such strong support from the running community and our partners we have been able to add this element to the event" says Dave Clark, race director.

The elite athletes attending include existing course record holders on other half marathon courses, and top 3 finishers in such events as the Sun Run, BMO Vancouver Marathon, Oak Bay Half Marathon, Ottawa Half Marathon, and the Royal Victoria Marathon. Athletes must qualify for elite status, by running a specified time in a previous half marathon, for men that time is under 1 hour and 15 minutes, and for women it's under 1 hour and 25 minutes.

Nine elite athletes have registered to run on June 4th including:

- Jim Finlayson, Victoria BC – 1st overall 2010 Royal Victoria Half Marathon
- Care Wakely, Victoria BC – 1st overall 2011 Oak Bay Half Marathon
- Geoff Reid, Vancouver BC
- Colin Wallace, Burnaby BC
- Edward McCarthy, Vancouver BC
- Kristina Rody, Burnaby BC (formerly of Whistler)
- Lisa Brooking, Langley BC – 2nd overall 2008 ING Ottawa Half Marathon
- Amy Schneeberg, Vancouver BC
- Shawn Nelson, Victoria BC

www.whistlerhalfmarathon.com

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In addition to qualified elite athletes, there are a number of The North Face sponsored athletes from a variety of sports who will add to the excitement on race day. The race to the finish will be impressive and the fastest runners are expected to reach the finish line approximately 1 hour and 10 minutes after the starting gun sets the pack of 850 runners off from Whistler Olympic Plaza. The elite athlete finish will prove to be a spectator highlight without doubt.

More information including a course map and schedule of events can be found 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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More media releases and story starters can be found in our media room at www.whistlerhalfmarathon.com

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