



# WHISTLERHALFMARATHON

Half Marathon distance now sold out in 4<sup>th</sup> annual event.  
Registration still available for the 10k distance and the Little  
Rippers kids run

## Media Release

March 22, 2014

**Whistler, BC** Less than 90 days after registration opened for the 2014 edition of The North Face Whistler Half Marathon, the half marathon distance is now sold out. "Selling all 1,200 available spots in such a short period of time shows the demand for running events such as this continues to grow. 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 continues to grow with runners travelling all over the world to participate in unique locales. In fact we have seen significant growth in our numbers of destination runners. Just 22% of our registrants are from the Sea to Sky Corridor in the half marathon distance. Runners are coming from 6 different countries, including from 7 provinces in Canada and 19 States from the US", Clark adds.

The Little Rippers kids run, a spectator favorite will return with upwards of 150 kids aged 5-9 taking part. 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.

The 10km distance is nearing 50% sold out of all available spaces. Introduced in 2013, the 10km event sold out as well, allowing more runners of varying abilities to experience the excitement of running here in Whistler. The 10km event is also expected to sell out closer to race weekend.

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



# WHISTLERHALFMARATHON

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

-30 -

Media Contact:

Dave Clark, race director

604-967-3733

dave@whistlerhalfmarathon.com

## About Whistler Half Marathon

Canada's hottest half-marathon will take place June 7, 2014 in Whistler, BC, one of North America's premier mountain resort destinations. Produced by Whistler Friends ([www.whistlerfriends.com](http://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](http://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.