



# whistlerHALFmarathon

*2nd annual running of The North Face Whistler Half Marathon now 50% sold out*

Media Release

January 3, 2012

Whistler, BC Just 48 hours after registration opened for the 2012 edition of The North Face Whistler Half Marathon 50% of the athlete spots have been snapped up. Runners from around the Globe were quick to grab their spots early and avoid possible disappointment of missing out. Whistler Olympic Plaza will once again play host to the start and finish area on June 2, 2012 when 1,000 athletes will come together to run the scenic course through 5 of Whistler's neighbourhoods.

"Response to the opening of general registration on New Year's Day has been very strong, building off the enthusiasm of the inaugural event held on June 4, 2011", says Dave Clark, race director. "Website traffic in the days leading up to registration opening indicated high interest in the event, so we thought we would get a good response, but we are thrilled with these numbers" he adds.

In addition to the half marathon distance, the Little Rippers kids run has been added for 2012 and has also seen registrations coming in for the 1 km fun run to be held the same day.

Early indications show a small increase in runners from outside the sea to sky corridor (Lions Bay to Mount Currie), and it is expected that this will be the trend as the marketing campaign in the greater Vancouver area is just beginning now.

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)

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### About Whistler Half Marathon

Canada's hottest half-marathon will take place June 2, 2012 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.