



whistlerHALFmarathon

MEDIA RELEASE

Registration spaces **sold out** 9 weeks ahead of race day. Other chances still remain to enjoy The North Face Whistler Half Marathon inaugural event.

April 2, 2011 – For immediate release

Whistler, BC – At 11:55pm on March 31, 5 minutes before the early bird pricing deadline was to end, The North Face Whistler Half Marathon sold out of all available registrations.

“We are delighted by the overwhelming response from runners to come and race in our event” says Dave Clark, race director. Registration sales were brisk in the days leading up to the early bird pricing deadline, and in the final 24 hours the remaining 100 registrations were grabbed up by runners from around the globe, leaving many disappointed runners who waited a bit too long. Clark adds “7 different countries are represented in the sold out runners’ roster. Whistler is known as a wonderful destination for recreation enthusiasts worldwide, and clearly runners have responded to this new opportunity to enjoy Whistler.”

The event is not only for runners however. Spectators will have a chance to see friends and loved ones at various stages of the race, all within walking distance of the start and finish line at Whistler Olympic Plaza. Significant programming is being planned for the finish area and will be available for athletes and spectators to enjoy together.

Other options to enjoy the weekend long festivities are:

The Runners’ Expo, presented by Scandinave Spa: Will be open to athletes and the general public on Friday June 3rd and Saturday June 4th. Browse booths for running apparel, events, and offerings by partners and other exhibitors.

Carbo Load Dinners, presented by IMPACT Magazine: Non-runners are welcome to join registered athletes in one of two dinners on Friday evening. Tickets for the dinners are available now and can be purchased on line at www.whistlerhalfmarathon.com.

www.whistlerhalfmarathon.com

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Awards Ceremony: True to Whistler's roots, an après style awards ceremony will take place starting at 1pm on Saturday June 4th. Plenty of door prizes will be available for all athletes to win, plus overall and age category winners will be presented with their awards.

More information on race weekend, including a schedule of events, training program, race map, and new story starters in our media room, 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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