



whistlerHALFmarathon

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"Spring running pilot project aims to increase activity levels of elementary school children and introduce them to the joys of running."

Media Release

April 18, 2012 – for immediate release

Whistler, BC The North Face Whistler Half Marathon and Myrtle Philip Community School are excited to announce the launch of the Spring Kilometer Challenge, a pilot project aimed at getting community children more active.

To celebrate the arrival of spring, Myrtle Philip Community School educators and administration last week started a running program aimed at getting students outside and running in the lead up to the Little Rippers kids run, presented by Rokmaster Resources (www.rokmaster.com) which will take place on June 2nd as part of The North Face Whistler Half Marathon. Students are encouraged to run laps of the school during gym time and at lunch, keeping track of their distance to see if they can reach a goal of running 20km prior to June 2nd. Children can then complete a cumulative half marathon distance of 21.1km by taking part in the 1km Little Rippers run through Whistler Village.

"It's great to see the children from Kindergarten to Grade Seven running around the school, challenging themselves and each other to add to their km count. Beginning what could be a lifelong activity at a young age not only helps their fitness but has positive effects on their learning too." says Sharon Broatch, principal at Myrtle Philip Community School. Dave Clark, race director and founder of The North Face Whistler Half Marathon, adds "Our goal of including a kids run is to engage with families in the community (and visitors to Whistler) by offering an event for kids that will introduce them to the joys of distance running. Distance running is a great way to lead an active lifestyle so we wanted to get the kids involved and hopefully some of them will choose running as an activity of choice for much of their lives".

If this pilot project is deemed a success, the two parties will work with the three other elementary schools in Whistler next year to extend the participation in the program and get more kids introduced to the sport of running. "This type of a program has proven successful in many other locations, such as at the BMO



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Vancouver Marathon where hundreds of kids from Vancouver schools take part in a program that sees them complete a cumulative distance of a full marathon or 42.2km in the months leading up to race day in may" comments Clark.

For more information on the Little Rippers kids run and general race weekend details, or to visit our media room with past media releases and story starters, please visit:

www.whistlerhalfmarathon.com

Media Contact:

Sharon Broatch, principal
Myrtle Philip Community School
604 932-5321

Dave Clark, race director
The North Face Whistler Half Marathon
604-967-3733
dave@whistlerhalfmarathon.com

About The North Face 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), a non-profit event producer, The North Face 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