



Nineteen great reasons to participate in new Charity Challenge at the Scotiabank Calgary Marathon

CALGARY, May 6, 2010 – Participants of this year’s event, which takes place on Sunday, May 30, 2010, can now sign up to fundraise for the charity of their choice as the Scotiabank Calgary Marathon today announced the 19 official charities for the inaugural Scotiabank Group Charity Challenge:

- Alberta Animal Rescue Foundation
- Alberta Cancer Foundation
- Alliance to End Violence
- *At My BestTM*
- Big Brothers and Big Sisters of Calgary & Area
- Calgary Meals on Wheels
- Canadian Humanitarian Organization for International Relief
- Canadian Liver Foundation of Southern Alberta
- Canadian Down Syndrome Society
- CAUSE Canada
- Colorectal Cancer Association of Canada
- Habitat for Humanity
- Inn from the Cold
- Juvenile Diabetes Research Foundation
- MEOW Foundation
- Sonshine Community Services
- STARS Foundation
- Team Diabetes – Canadian Diabetes Association
- Vocational & Rehabilitation Research Institute (VRRRI)

“The Scotiabank Group Charity Challenge is a unique fundraising and awareness opportunity for our charitable partners,” said George Marlatte, Scotiabank Senior Vice-President, Prairie Region. “Our experience with the Charity Challenge at other running events we support across the country shows that it helps boost both event participation and fundraising dollars, and we are delighted to have these 19 community organizations come on board in the program’s first year.”

Participants can now make their marathon, half-marathon, 10K or 5K race even more meaningful by running or walking on behalf of one of these official charities. Interested participants can go

to www.calgarymarathon.com and register to fundraise for a charity or team by visiting the **Charity** section of the website.

“The Scotiabank Calgary Marathon is committed to producing a high quality road race for Calgarians and visitors as well as promoting community involvement,” commented Dan Ouimet, Chair, Calgary Marathon Society. “Last year, over \$130,000 was raised for the Canadian Diabetes Association and we expect to see that number grow in 2010 with the launch of the Scotiabank Group Charity Challenge.”

Scotiabank is also sponsoring three prizes, each worth \$2,500, for the three charities that raise the most money, raise the most money per runner and have the most runners participating (with a minimum of \$10 raised per runner). Charities are only eligible to win one of the three prizes.

This year’s Scotiabank Calgary Marathon aims to top 9,000 participants and exceed \$130,000 in charitable donations.

Voted the Best Road Race in Alberta in 2009, the Scotiabank Calgary Marathon is a challenging, competitive event with a race designed for participants of all fitness levels and abilities, including a full marathon, half marathon, 10K, 4 X 10K corporate challenge, 5K family walk/run and a kids’ marathon. With a two day Fitness Expo, the new Scotiabank Group Charity Challenge and race day festivities, the Scotiabank Calgary Marathon is more than a race. It is a family-oriented community event that celebrates sportsmanship, healthy lifestyles and community participation.

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad. Recognized as a leader internationally and among Canadian corporations for its charitable donations and philanthropic activities, in 2009 the Bank provided about \$39 million in sponsorships and donations to a variety of projects and initiatives, primarily in the areas of healthcare, education, social services and arts and culture. Visit us at www.scotiabank.com

For more information about the Scotiabank Calgary Marathon, visit www.calgarymarathon.com

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