



## **Scotiabank Calgary Marathon celebrates the future of Canada's oldest marathon**

2012 marathon route revealed at training season kick-off celebration

### **FOR IMMEDIATE RELEASE**

**CALGARY, Thursday, January 12, 2012** – Over 200 Calgary runners and walkers gathered at the Eau Claire Running Room Wednesday night to celebrate the future of the Scotiabank Calgary Marathon. Event organisers revealed the much anticipated routes for the full marathon, half-marathon, 10K and 5K events that are all a part of the 48<sup>th</sup> annual Scotiabank Calgary Marathon race weekend taking place Sunday, May 27<sup>th</sup>, 2012. John Stanton, founder of the Running Room, gave some motivational tips and inspiration for those committing to health and race goals in the New Year.

“As with all big city marathons, the Scotiabank Calgary Marathon has developed a course to display the beauty of several scenic Calgary neighbourhoods,” commented Dan Ouimet, Board Chair of the Calgary Marathon Society. “We're focused on investing in the overall experience, from a new route and venue to new, unique swag for those who are ready to go the distance. We are ramping up for our 50th anniversary celebration in 2014 as Canada's oldest marathon. With our participants help, the Scotiabank Calgary Marathon will be Canada's road race.”

The new route for Canada's oldest marathon will start and finish in Stampede Park, and a free pancake breakfast celebration for participants is on the menu. The new venue location was a key requirement to the major growth of the event, which saw an overall increase of 14% in 2011 and is expected to draw over 11,000 participants in 2012.

The marathon route will travel through some of Calgary's most vibrant inner city neighbourhoods including Victoria Park, the up and coming East Village, Bridgeland, Inglewood and Mount Royal.



“The Scotiabank Calgary Marathon grows bigger and better each year,” said George Marlatte, Scotiabank Senior Vice-President, Prairie Region. “We believe this new route gives runners the opportunity to see some amazing Calgary scenes as they race to their goals. We hope one of those goals is taking part in this year’s Scotiabank Group Charity Challenge to raise funds for local charities so that everyone is a winner.”

Event organizers are investing in more entertainment and are calling on communities to enter the Neighbourhood Spirit Challenge in support of runners, walkers and charities. Detailed and interactive route maps and event information can be found online at [www.calgarymarathon.com](http://www.calgarymarathon.com).

**About the Scotiabank Calgary Marathon:  
*Canada’s Oldest Marathon Turns 50 in 2014***

Voted the 2010 & 2009 Best Road Race in Alberta, the Scotiabank Calgary Marathon is a challenging, competitive and fun event with a race designed for runners and walkers of any level. This umbrella event includes the Scotiabank Marathon, Centaur Subaru Half-Marathon, Jugo Juice 10K, AstraZeneca 5K Walk and Run and the Scotiabank Kids Marathon. In 2012, over 11,000 runners and walkers are expected to participate in the event and \$600,000 is expected to be raised through the Scotiabank Group Charity Challenge, supporting 40 local charities.

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Scotiabank Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over each of the last five years. Visit us at [www.scotiabank.com](http://www.scotiabank.com).

For more information about the Scotiabank Calgary Marathon, visit [www.calgarymarathon.com](http://www.calgarymarathon.com).



**Files Attached:**

Image 1: Scotiabank Calgary Marathon Route (42.2K), Centaur Subaru Half Marathon (21.1K), Jugo Juice 10K, AstraZeneca 5K (pdf)

Image 2: Scotiabank Calgary Marathon organizers, participants and John Stanton at the Route reveal and training season kickoff event

**Media Inquiries:** Lynn Cox, Marketing Director, Calgary Marathon, 403-863-8927 (cell)  
[lynn@calgarymarathon.com](mailto:lynn@calgarymarathon.com)

Diana Hart, Scotiabank Media Communications, 416 866 7238, [diana\\_hart@scotiacapital.com](mailto:diana_hart@scotiacapital.com)