



**48<sup>TH</sup> ANNUAL RACE**  
**MAY 27, 2012**

**The Scotiabank Calgary Marathon Neighbourhood Spirit Challenge is an opportunity to celebrate, showcase and fundraise for your community**

The Scotiabank Calgary Marathon, Canada's oldest marathon, is more than a race, it is a family-oriented community event that travels over 42.2km of Calgary's roads. On Sunday, May 27<sup>th</sup>, 11,000 runners and walkers and thousands of spectators have a chance to experience the spirit of Calgary in the communities along the marathon route – show them your Neighbourhood Spirit!

**Who:** Community residents, associations, businesses, schools, churches, spectators.

**What:** Showcase your community, engage your neighbours and inspire participants all for a chance to win prize money for a charity of your choice.

**Where:** In YOUR community where the Scotiabank Calgary Marathon runners and walkers will be coming through!

**When:** Sunday, May 27<sup>th</sup> (morning)

**Why:** Show up to 11,000 runners and walkers that your neighbourhood is a 'hub' where they want to hang their hat, raise money for charity and have fun.

**Prizing: First Place** - \$2,000 to one of our 40 official charities or the charity of choice of your community.

**Second Place** - \$1,000 to one of our 40 official charities or the charity of choice of your community.

**How:** Get your neighbours involved and share your story. Dress up, make signs, share some food, have a dance party, make some noise or do whatever showcases the spirit of your hood!

**Promo:** All communities registered will be profiled on [www.calgarymarathon.com](http://www.calgarymarathon.com), highlighted in the marathon's e-newsletter and promoted through the Scotiabank Calgary Marathon's social media channels as a Neighbourhood Spirit Hub to visit on race day.

**Judging:** Neighbourhood Spirit Hubs will be judged by a member of the Calgary Marathon Society and representative of the City of Calgary.

If you are interested in being involved please contact Lynn Cox, Marketing Director 403.264.2996, [lynn@calgarymarathon.com](mailto:lynn@calgarymarathon.com) to learn more and to register.