



## Calgary Marathon celebrates 46<sup>th</sup> year with new title sponsor and charity challenge

**CALGARY, January 7, 2010** – The Calgary Marathon, Canada’s longest running marathon, is kicking off a new decade with Scotiabank as its new title sponsor. Along with the sponsorship, the Scotiabank Group Charity Challenge is a new program for 2010, which will give runners the opportunity to fund raise for the official charity of their choice.

“Scotiabank’s commitment to supporting high-calibre sporting events and community involvement make them an exciting new title sponsor of the Calgary Marathon,” commented Dan Ouimet, Chair, Calgary Marathon Society. “Every year, the event grows and in 2010, we expect to see significant growth in funds raised with the new Scotiabank Group Charity Challenge.”

This year’s event, which takes place on Sunday, May 30, 2010, 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.

“Scotiabank is excited to come on board as title sponsor of this premier running event. It’s a perfect opportunity to partner with an established running event in Alberta that not only offers a great line-up of races, but shares our commitment to supporting charitable organizations in the community as well,” said John Doig, Scotiabank Senior Vice-President, Marketing.

The Scotiabank Group Charity Challenge is designed to encourage people to participate in the event while raising funds for one of the official charities. In its first year, a limited number of charities will be invited to participate. Current participating charities include the Canadian Diabetes Association and *At My Best™*, a new school-based wellness program for children from Kindergarten to Grade Three. The complete list of official charities for the 2010 Scotiabank Calgary Marathon will be unveiled in the near future.

Scotiabank is also sponsoring three prizes, each worth \$2,500, for the 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).

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. In 2009, more than 8,500 participants took to the streets and close to \$130,000 was raised for charity.

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](http://www.scotiabank.com)

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

- 30 -

Media Inquiries:

Lynn Cox, Marketing Director, Calgary Marathon, 403-264-2996, <a href="mailto:lynn@calgarymarathon.com">lynn@calgarymarathon.com</a>	Deborah Spence, Scotiabank Public Affairs, 403-601-4855, <a href="mailto:deborah.spence@scotiabank.com">deborah.spence@scotiabank.com</a>
--	---