

Elvis Comes Out of Retirement for Concert in Oak Bay Village Will be Judge of Elvis Impersonators on Marathon Day

September 30, 2009: The King of Rock and Roll is coming out of retirement! Elvis will be entertaining visitors to Oak Bay Village as thousands of runners come through for the 30th Royal Victoria Marathon on October 11. It's part of the cheering station set up in Oak Bay Village to welcome spectators and to lift the spirits of marathoners as they pass the 15km & 32km mark in the race. And spectators who look or sound like The King will have a chance to show their stuff in an Elvis impersonation contest.

“We've been asked about entertainment every year since we first hosted a cheering station because it made that stretch of the race really fun,” says Elizabeth Smith, Oak Bay Business Improvement Association President. “So we asked Elvis if he would come out of retirement in celebration of the marathon's 30th year and he agreed.”

On race day, Oak Bay Village will be rocking and rolling between 9:00 a.m. and noon with a stage at Hampshire and Oak Bay Avenue. In addition to music, C-FAX will also be giving out noisemakers, the C-FAX Santa's Anonymous Bear will be in attendance and coffee will be supplied courtesy of Starbucks Coffee. Raincoast Conservations' Raincoast Kids will be doing a “Wolf Howl” at 10:15 a.m. in a salute to those entered in the kids marathon.

At 11:00 a.m. at the stage Elvis himself along with some discerning media will judge an Elvis look alike / impersonation contest. The contest is open to everyone and there is no cost to enter. First prize is \$200. Aspiring Elvis' are asked to sign up at the stage before 11:00 a.m. on race day.

In the week leading up to the Marathon visitors to Oak Bay Village can enter to win a gift certificate package from Oak Bay Village merchants including an overnight stay at Oak Bay Guest House, a Kawasaki mountain bike and an assortment of gift certificates. To enter simply spot Elvis in participating store windows or window displays and enter the contest. Ballots are available online at www.oakbaybia.ca.

The Royal Victoria Marathon, one of the top destination marathons in the world, is expected to bring over 11,000 participants (plus friends and family) to Victoria for the festivities.

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