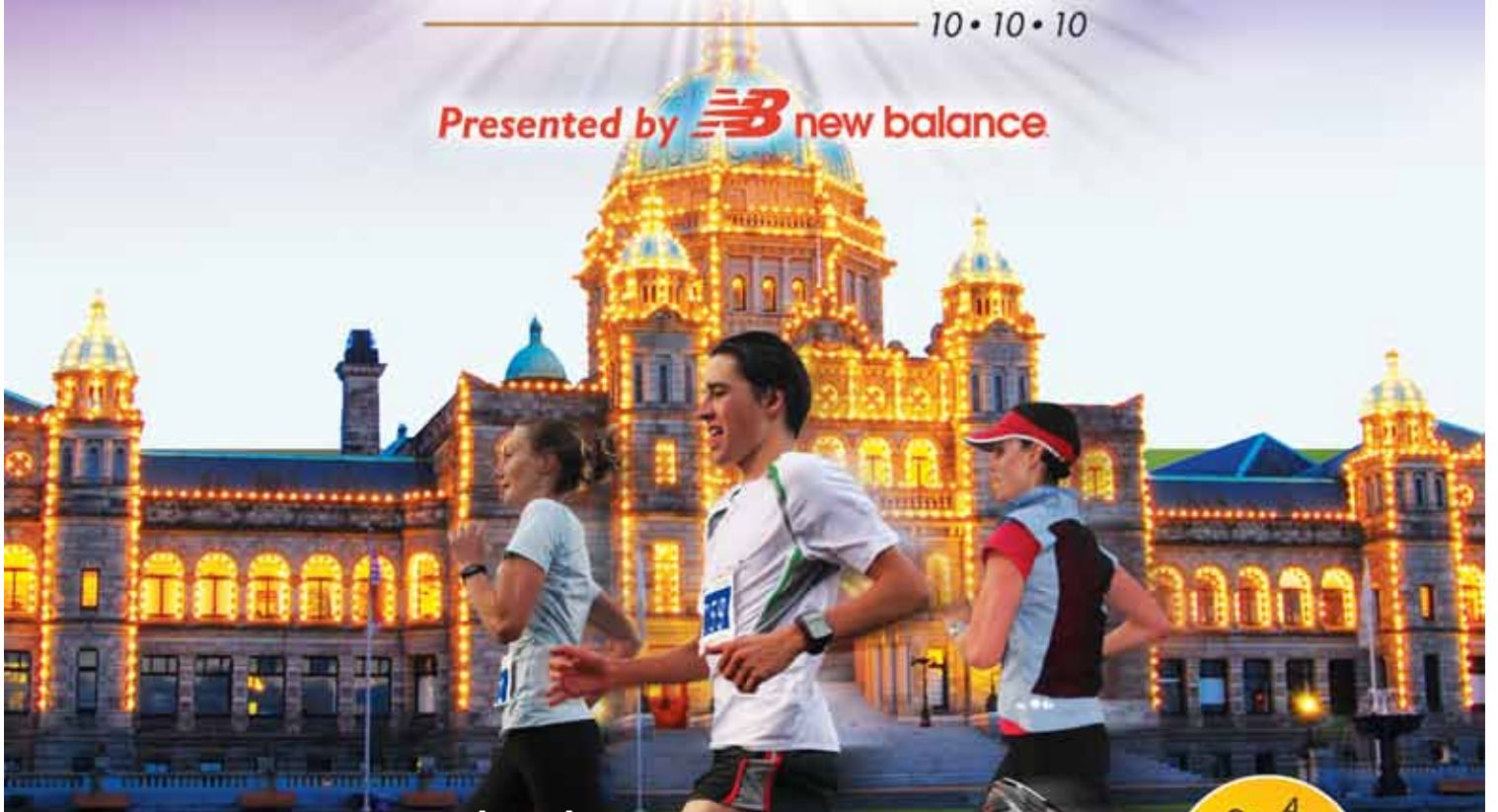


RVM

ROYAL VICTORIA MARATHON

10 • 10 • 10

Presented by  new balance



Run Victoria

10.10.10

A
CERTIFIED
BOSTON
MARATHON
QUALIFIER

Sunday, October 10, 2010

Marathon | Half Marathon | 8K Road Race

THRIFTY FOODS™ Kids Run & Marathon



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Royal Victoria Marathon
Box 675, 185-911 Yates Street
Victoria, BC V8V 4Y9
T: 250-658-4520
F: 250-658-4280
E: info@royalvictoriamarathon.com



Royal Victoria Marathon

30 Years of Experience and Vision

95,000 runners - \$300,000 in charity donations - over \$20 million in economic impact on Victoria's local economy - the single largest annual sporting event in the City of Victoria.

2009 saw the Royal Victoria Marathon celebrate its 30th Anniversary. Over 12,200 registered for the four races – a record for the event. We also saw a record number of finishers – over 10,300. In addition, two races – the Half Marathon and the 8K Road Race reached their cap before race weekend. As we look ahead to 2010 few would have thought that the marathon envisioned by race founders and original race directors Peter Wheaton and Alex Marshall back in 1980 would endure and become the marathon event it is today. Indeed, these local Prairie Inn Harriers runners and businessmen started the race from the simple premise that Victoria lacked races of provincial or national importance and therefore needed its own marathon. For the first six years between 500 and 700 runners participated in the marathon – now as we approach our 31st year we envisage over 13,000 runners will compete in the four events.

After staging the race for the first few years as a Prairie Inn Harriers (PIH) organized event, it was evident to the executive of this recently formed running club that the event required its own organization. In 1984, members of PIH and other interested runners registered the Victoria Marathon Society, and the non-profit body has been responsible for the event to date. During its history, successive Race Directors made their marks on the race. Al Dolphin and Mike Ellis changed the course from a two-lap route to a single out and back course showcasing more of Victoria's beautiful city and shoreline. In 1995, Rob Reid implemented the Running Festival concept. It has brought the event greatly increased participation levels by runners, sponsors, partners and community groups, as well as many visitors to Victoria.

Runners from over 20 countries believe this is a running event for them. A “runners race” organized by runners, RVM sets itself apart from other races by the quality of the course, its scenic ocean views, and the way it cherishes its runners. The RVM was, and continues to be, synonymous with its excellent quality merchandise and clothing, its stunning participant medals, and to being aware of the little details that truly marks a race designed by and for runners. As Runner's World stated, the Royal Victoria Marathon is a “Must Do 26.2.”

The Royal Victoria Marathon consists of the Marathon, Half Marathon, 8K Road Race and the THRIFTY FOODS Kids Run & Marathon.

Marathon

- Beautiful oceanfront route featuring Victoria's spectacular coastline and scenery.
- Fourth fastest marathon in Canada (2009).
- Ranked tenth in the highest percentage of Boston qualifying finishers (2009)
- Gently undulating course with maximum elevation of 25 metres, and a minimum elevation of three metres.
- Inner Harbour finish area with medals, refreshments, water, medical, change tents and clothing check located right at the finish line.
- A three-minute walk to the Victoria Conference Centre for Race Package Pickup and Race Expo, awards presentations, massage, souvenir apparel and merchandise.
- Course record set in 2006 by Steve Osaduik in 2:16:49.

Half Marathon

- The course features a downtown waterfront loop through Fairfield before finishing in front of the BC Legislative Buildings.
- Fast and relatively flat course, the finest on Vancouver Island for a personal best time in all age categories.
- The largest, most popular and growing field in the RVM weekend series of races.
- Course record set in 2002 by Jon Brown in 1:02:32.



8K Road Race

- Victoria's largest 8K Road Race.
- Fast, out-and-back course along Victoria's beautiful waterfront from the BC Legislative Buildings to Beacon Hill Park and back; it has a great downhill finish!
- Course record set in 1989 by Gary Barber in 23:23.



THRIFTY FOODS Kids Run & Marathon

- A 1.2km run for kids 12 and under in support of KidSport of Greater Victoria. Parents can run with their children for the entire route.
- Marshalled start beside the Parliament Buildings and finishing under the same arch as the Marathon, Half Marathon and 8K Road Race.

RVM Race Weekend Events

Sponsor & VIP Reception

Held on the Thursday before race weekend, this evening social event brings sponsors, VIP's, charities and special guests together to mix and mingle.

Media Conference

RVM's Media Conference on the Friday before race weekend recognizes key sponsors and partners, and offers the opportunity to meet elite athletes.

Race Expo

The RVM Expo is a sell-out every year. Over 40 exhibitors market their health, fitness and lifestyle products and services to a large, target market. 18,000 runners and family members pass through the three-day Expo.

Speaker Series

The Speaker Series features national and international personalities from the world of running. In the past RVM has featured Rod Dixon, Dick Beardsley, Joe Henderson, Bart Yasso, Kathrine Switzer, Roger Robinson Amby Burfoot, Simon Whitfield, Jon Brown, Lucy Smith and Bruce Deacon.

Carbo Gala Dinner

The RVM's Carbo Gala Dinner is a popular annual event held on the Saturday before race day in The Fairmont Empress Hotel's Crystal Ballroom. A sell-out, keynote speakers in the past have included Rod Dixon, Dick Beardsley, Amby Burfoot, Steve King and Olympians Bruce Deacon and Leah Pells.



Who We Are

The Royal Victoria Marathon is organized and operated by the Victoria Marathon Society, a non-profit organization. A volunteer Board of Directors, three staff members, an organizing committee of 50 and over 1,400 dedicated volunteers stage this annual event.

Mission Statement

- To present a well organized, community-based running event including four races, specifically a Marathon (42.2K), a Half Marathon (21.1K), and an 8 Kilometre Road Race for adults, and a 1.2K Kids Run for the residents of Greater Victoria, Vancouver Island, British Columbia, North America, and other parts of the world.
- To attract numerous off-island, in-province, out-of-province and world-wide visitors to participate in these events, while vacationing in Victoria enhancing the economy of our city.
- To ensure that all individuals achieve their goals in a quality fitness event while being provided with a healthy and safe atmosphere.

Goals

- To develop a three-day festive atmosphere for every level of participation.
- To develop an awareness for a healthy lifestyle.
- To provide an event at which club, corporate and husband/wife teams can enjoy the activities.
- To make Victoria a destination marathon and attract increased participation from the community and participants from Canada, the United States of America and other parts of the world.
- To raise the profile of the Royal Victoria Marathon in comparison to all other marathons in the world administered by the Association of International Marathon Society (AIMS).
- To raise funds for KidSport, Raise-a-Reader and other health-smart initiatives.
- To provide equipment and supplies for Greater Victoria Running Clubs.

“

“World famous for its big city organization and small-town friendliness, I can't imagine a friendlier marathon than the Royal Victoria Marathon. You feel like you know everyone – from the race director to all the volunteers on course.”

- *Amby Burfoot, Editor at Large, Runner's World*



“I've been fortunate to travel to marathons around the world, I've been to many beautiful cities and great marathons, but you will not find a prettier city, friendlier people, or a better organized event than the Royal Victoria Marathon.”

- *Dick Beardsley, Motivational Speaker*

“Such a welcome and warmth to the Royal Victoria Marathon, it is a wonderful event and celebration of running for all ages.”

- *Rod Dixon, Olympian*

“Thank you for what was a fantastic event, a big congratulations to you and your team. Your hospitality and welcoming was like no other which I have experienced at any event in the world. I truly had a fantastic weekend.”

- *M. MacDiamada, Dublin, Ireland*

“This race is a first class affair and I will no doubt be back to run in future years. I will also talk up the Royal Victoria Marathon to my running colleagues here in the States as an outstanding destination marathon.”

- *S. Stevens, Mankato, Minnesota*

“I've done marathons all over North America and the U.K. The superb organization and second-to-none support from all branches of the community make Victoria the best of them all - large and small - in my opinion.”

- *R. Harrison, Nanoose Bay, BC*

”



Course Records

Marathon – Men

Steve Osaduik – 2:16:49 (2006)

Marathon – Women

Val Chowanec – 2:42:32 (1989)

Half Marathon – Men

Jon Brown – 1:02:32 (2002)

Half Marathon – Women

Marilyn Arsenault – 1:15:39 (2009)

8K Road Race – Men

Gary Barber – 23:23 (1989)

8K Road Race – Women

Ulla Marquette – 26:24 (1991)

World Records

Marathon – Women F75-79

Betty Jean McHugh – 4:10:07 (2003)

Marathon – Women F80-99

Betty Jean McHugh – 4:36:52 (2008)



The Royal Victoria Marathon has two Official Charities – all local and all providing much needed funds in their respective areas.

KidSport™ is a community-based sport charity that provides grants for children age six to 18 to participate in a season of sport of their choice. www.kidsportvictoria.ca.

The CanWest Raise-a-Reader campaign is a year-round initiative with important fundraising events taking place throughout the year in 18 cities across Canada. www.raiseareader.ca.

2010 Official Charity Pledge Program

In addition RVM endorses charities that make up the Royal Victoria Marathon Charity Pledge Program. In 2009, 11 charities participated and for 2010 this will be increased to 20. Charities participate in partnership with our event to raise awareness of their individual causes and raise the dollars needed through the collection of pledges. Since 2006, \$282,075 has been raised by the combined charities.

In 2009, these charities participated in the Charity Pledge Program:

- BC Cancer Foundation
- BC Lung Association
- Canadian Diabetes
- C-FAX Santas Anonymous
- Choices Adoption and Counselling
- Every Step Counts
- Fetal Alcohol Spectrum Disorder Community Circle
- Habitat for Humanity
- Mount St. Mary Foundation
- Raincoast Conservation Foundation
- Victoria Women's Transition House

Executive

- President: Bob Reid
- Vice President: John Quested
- Treasurer: Susan Norrington
- Secretary, Legal: Mike Ellis
- Race Director: Rob Reid
- Director – Jon Brown
- Director – Laura Ockenden
- General Manager: Cathy Noel
- Administrative Manager: Sandi Heal
- Sponsorship and Marketing Manager: Louise Hodgson-Jones
- Kids Run/KidSport: Patti Hunter, Lindy Van Alstine
- Legislative Grounds: Jim Bradbury
- Marshals: Tim Morley, Sheila Morley
- Massage: Eric Purves
- Media Liaison: Louise Hodgson-Jones
- Medical: Paddy McCluskey, Vanessa Young
- Photography: Tony Austin
- Police – City of Victoria: Sgt. Colin Watson, Vicki Woodward
- Police – Oak Bay: Sgt. Dave McMillan

Committee

- Aid Stations: Alison Peever
- Announcing: Rod McCrimmon
- Awards: Len Maycock
- Barricades: Blair Tindell
- Charity Pledge Program: Evan Fagan
- Clothing Check: Bryan Scharbach, Norma Scharbach
- Course Certification: Gary Duncan
- Course Lay-Out/Equipment: Randy Jones
- Course/Signs/Maps: Greg Jones
- Course/Equipment Support: Mike Emerson
- Early Start – Marathon: Susan Mckelvie
- Elite Athletes/Select Team: Bob Reid
- Entertainment Coordinator: Jesse McClinton
- Finances: Lyn Barber
- Finish Line: Susan Norrington
- Finish Line Announcing: Steve King
- Information: Lorna Clark
- Race Expo: Sandi Heal
- Race Package Pickup: Lynn Ross, Janice McDonald
- Radio Operations: Alan Mallett
- Recovery Zone: Glen Colwill
- Registrations: Sandi Heal
- Security: Roger MacMaster
- Shirts: Maureen Cain, Jane McAllister
- Speakers: Laura Ockenden
- Start Line: Garth Reid
- Tickets: Clara Tanner
- VIP Tent/Sponsor Reception: Maxine Morrison, Laura Leno
- Volunteer Tent: Maureen Mitchell-Starkey
- Volunteers: Sandi Heal
- Website: Sandi Heal

During 2009, the Royal Victoria Marathon was promoted in many diverse markets.

Advertising

Print

- 30 newsprint ads placed in the Victoria Times Colonist.
- 2 newsprint ads placed in the Vancouver Sun.
- 10 magazine ads placed – Northwest Runner x 2, Impact Magazine, Canadian Running x 2, Distance Running Magazine, Runners World x 2, Ottawa Race Guide, and Outdoors NW.
- 4-page Times Colonist post-race results section.

TV

- Promo spots on 'A' British Columbia.
- Pre-event and race day coverage on 'A' British Columbia and CHEK.

Web

- 2 web ads with Canadian Runner - <http://runningmagazine.ca/>

Radio

- Promo spots, web links, community calendar and event web pages, live reports, interviews, pre-event and race day coverage on C-FAX 1070, 107.3 KOOL FM and 98.5 The Ocean

Online

- Articles on the Times Colonist website and through Denise Helm's 'Woman on the Run' blog.

Print Promotion

- 75,000 Promo 4x9 Rack Cards
- 40,000 Brochure/Registration Forms
- 11,000 Race Guides

Race Expos

Participated with a promotional booth at 4 race expos:

- Times Colonist 10K
- BMO Vancouver Marathon
- Scotiabank Vancouver Half Marathon
- Seattle Rock & Roll Marathon

Calendar and Website listings

Over 100 event listings submitted to running/fitness websites including:

- Marathonguide.com
- Runnersworld.com
- Marathoncanada.com
- Coolrunning.com
- Runnersweb.com

Media Releases

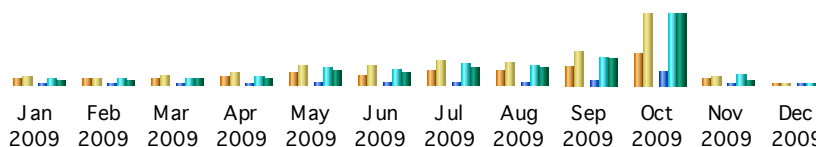
- 13 media releases sent to print, TV, radio and website contacts throughout the year.

Web Promotion

- Three e-newsletters each sent to over 15,000 subscribers.

Website Statistics

Website hits by month.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	5245	7232	53414	333002	4.46 GB
Feb 2009	4758	6648	47425	297412	4.09 GB
Mar 2009	5673	8150	59510	384484	5.37 GB
Apr 2009	6923	10258	81292	538910	7.06 GB
May 2009	10722	17455	143590	997644	12.39 GB
Jun 2009	9309	14953	122572	843318	11.05 GB
Jul 2009	12179	21264	167447	1209788	15.45 GB
Aug 2009	11262	20144	158401	1123846	16.07 GB
Sep 2009	15015	28919	231191	1595914	25.09 GB
Oct 2009	28063	60920	773478	4174695	69.08 GB
Nov 2009	5273	8067	53933	343928	4.57 GB
Dec 2009	NA	NA	NA	NA	NA
Total	109149	195943	1838320	11499013	170.11 GB

Note: There is a spike in October when participants check back often for race news, updates, results, photos and finisher certificates.

Title Sponsor

Consideration

\$100,000 cash and/or in-kind goods and services

Positions available: one (1)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)
- Participant Garments (11,000)
- Rack Cards (50,000)
- Race Numbers (11,000)
- Corporate Literature & Stationery
- Corporate Information in Race Packages (11,000)
- Logo on Maps of Course

Signage

- Start Line Banners
- Finish Line Signage
- Event Signage
- Finish Line Gantry
- Banners along Route
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event
- JumboTron

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/Presentations
- Media Conference - Introduction
- Volunteer Training Event – Speaking

Media

- Selected Special Newspaper Advertisements
- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Other Marathon Expos

Exposure

- Corporate Logo on RVM website
- Corporate Logo on E-Newsletter
- Corporate name on Online Registration Confirmations
- Online Training Programs

Display Opportunities

- Corporate Display at Expo
- Course Aid Stations
- Product Distribution at Finish Line
- Corporate Balloon Archway at Finish (Corporate Colours)
- Tent or Inflatable at Start/Finish Line

Awards

- Participant Certificates
- Trophies
- Medals
- Ribbons
- Volunteer Certificates

Tickets & Merchandise

- 25 Race Registrations
- 8 Carbo Gala Dinner tickets
- 8 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Presenting Sponsor _____

Consideration

\$65,000 cash and/or in-kind goods and services

Positions available: one–two (1-2)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)
- Participant Garments (11,000+)
- Rack Cards (75,000)
- Race Numbers (11,000+)
- Corporate Information in Race Packages (11,000)
- Corporate Literature & Stationery
- Logo on Maps of Course

Signage

- Start Line Banners
- Finish Line Banners
- Event Signage
- Finish Line Gantry
- Banners Along Route
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations
- Media Conference – Introduction

Media

- Magazine Advertisements
- Broadcast Media Advertisements
- All Pre-event Newspaper Advertisements
- All Post-event Newspaper Advertisements
- Other Marathon Expos

Exposure

- Corporate Logo on RVM website
- Corporate Logo on Monthly E-Newsletter
- Corporate name on Online Registration Confirmations

Display Opportunities

- Corporate Display at Expo

Awards

- Participant Certificates
- Volunteer Certificates

Tickets & Merchandise

- 15 Race Registrations
- 6 Carbo Gala Dinner tickets
- 6 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Media Partner

Consideration

\$60,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)
- Corporate Information in Race Packages (11,000)

Signage

- Finish Line Signage
- Event Signage
- Finish Line Gantry
- Race Package Pickup Area
- Awards Ceremonies
- Signage at Pre-event Media Conference
- Carbo Gala Dinner
- Volunteer Training Event

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/ Presentations
- Media Conference – Introduction

Media

- All event Newspaper Advertisements (pre and post event)
- Magazine Advertisements (rotation)
- Broadcast Media Advertisements (rotation)

Exposure

- Corporate Logo on RVM website
- Corporate Logo on E-Newsletter

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 7 Race Registrations
- 2 Carbo Gala Dinner tickets
- 7 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Gold Sponsors

Consideration

\$20,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)
- Rack Cards (75,000)
- Corporate Information in Race Packages (11,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition

Opportunities

- PA Announcement at Event
- Awards Ceremony - Speaking/Presentations

Media

- All event Newspaper Advertisements (pre- and post-event)
- Magazine Advertisements (rotation)
- Broadcast Media Advertisements (rotation)

Exposure

- Corporate Logo on RVM website
- Corporate Logo on E-Newsletter
- Online Training Program

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 7 Race Registrations
- 4 Carbo Gala Dinner tickets
- 4 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Silver Sponsors

Consideration

\$10,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide – logo (11,000)
- Corporate Information in Race Packages (11,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Newspaper Advertisements
- Broadcast Media Advertisements (rotation)
- Post event Newspaper Advertisements

Exposure

- Corporate Logo on RVM website
- Corporate Logo on Monthly E-Newsletter

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 4 Race Registrations
- 2 Carbo Gala Dinner tickets
- 2 Commemorative Garments
- VIP Tent Access
- Recognition Plaque

Media Supporters

Consideration

TV and Radio (dollar value to be determined)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)
- Corporate Information in Race Packages (11,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Special Newspaper Advertisements
- Post-event Newspaper Advertisement
- Broadcast Media Advertisements

Exposure

- Corporate Logo on RVM website

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 4 Race Registrations
- 2 Carbo Gala Dinner ticket
- 2 Commemorative Garment
- VIP Tent Access
- Recognition Plaque

Bronze Sponsors

Consideration

\$5,000 cash and/or in-kind goods and services

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Speaking & Recognition Opportunities

- PA Announcement at Event

Media

- Selected Special Newspaper Advertisements
- Post event Newspaper Advertisement

Exposure

- Corporate Logo on RVM website

Display Opportunities

- Corporate Display at Expo

Tickets & Merchandise

- 2 Race Registrations
- 1 Carbo Gala Dinner ticket
- 1 Commemorative Garment
- VIP Tent Access
- Recognition Plaque

Official Suppliers

Consideration

Donations of cash and/or in-kind goods and services
(Minimum \$1,000 - \$2,500)

Benefits

Printed Materials

- Registration Form (40,000)
- Race Guide - logo (11,000)

Signage

- Finish Line Signage
- Event Signage
- Race Package Pickup Area

Media

- Selected Special Newspaper Advertisements
- Post event Newspaper Advertisement

Exposure

- Corporate Logo on RVM website

Display Opportunities

- Product Distribution at Finish Line (if applicable)

Tickets & Merchandise

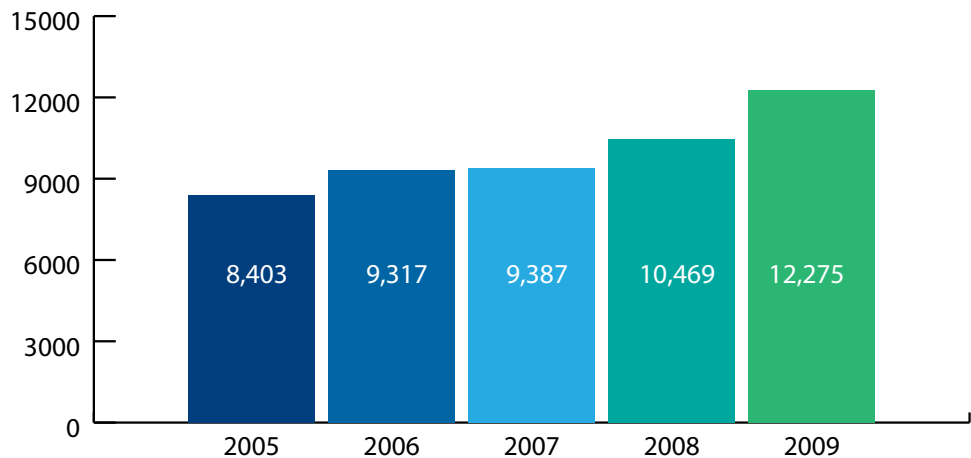
- 2 Race Registrations
- VIP Tent Access
- Recognition Plaque

Other Sponsor Opportunities

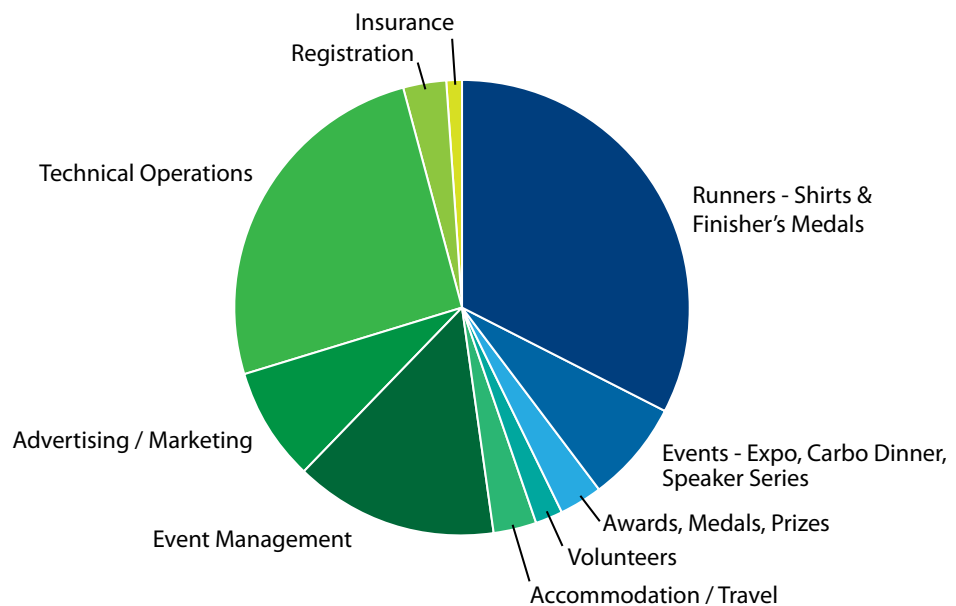
- Carbo Gala Dinner (\$5,000)
- VIP/Sponsor Reception (\$5,000)
- RVM Race Expo (\$10,000)
- Volunteer Appreciation and Training Program (\$10,000)
- Speaker Series Program (\$10,000)
- High Performance Program (Prize Money) (\$25,000)

RVM Event Participation

Over the last five years the Royal Victoria Marathon has seen a steady increase in participation in all four events. In 2006, there were 914 more registrations than 2005 and in 2008 there were over 1000 more registrations than 2007. In 2009, there were 1,806 more registrations than 2008; the race experienced its largest event ever with this record number of registrations.

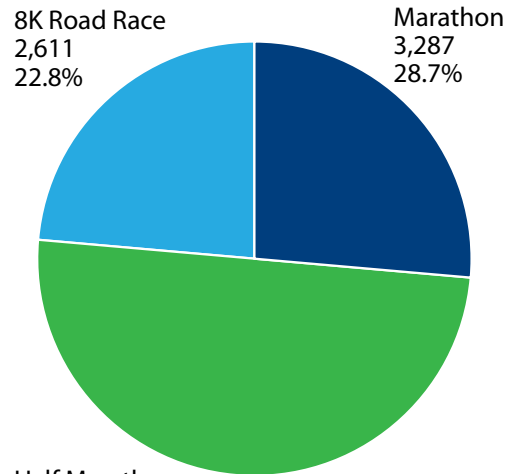


Where Does Your Money Go?



Participant Breakdown

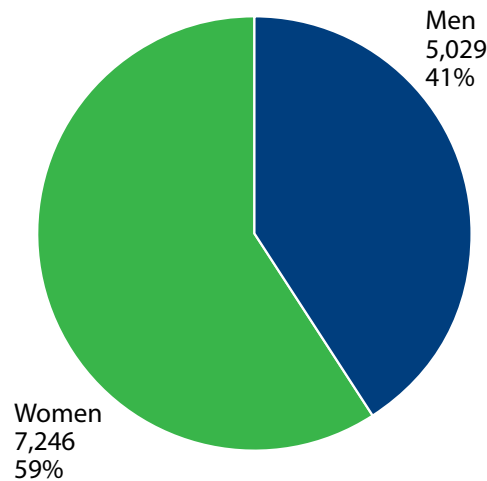
Participants by Event



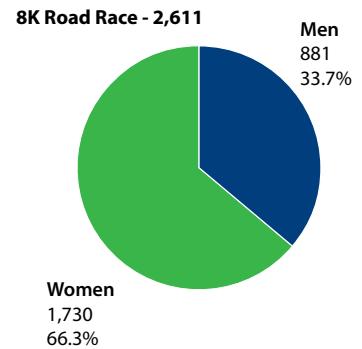
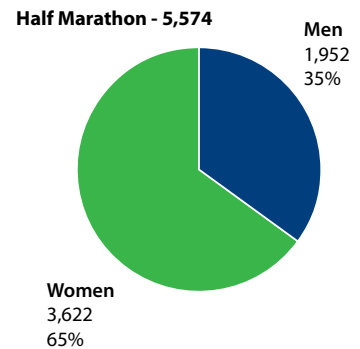
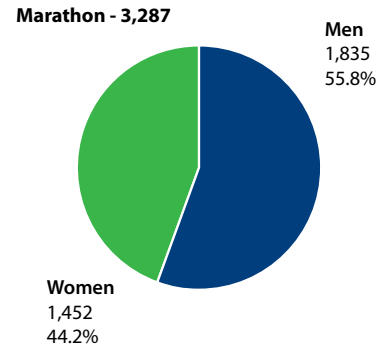
Plus... 803 pre-registered kids participated in the THIRTY FOODS Kids Run and Marathon (plus... 229 on race weekend).

Gender Statistics

Overall Participation by Gender (all races) - 12,275

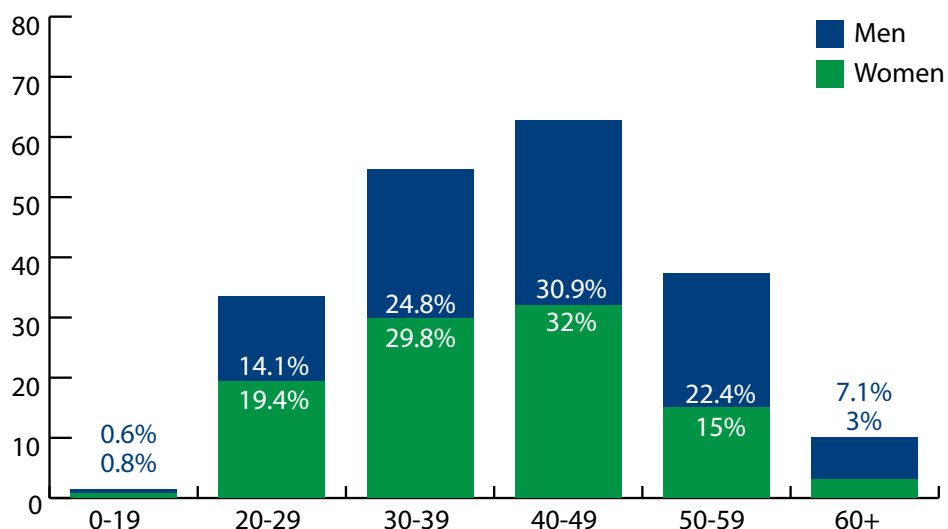


Gender Breakdown (by race)

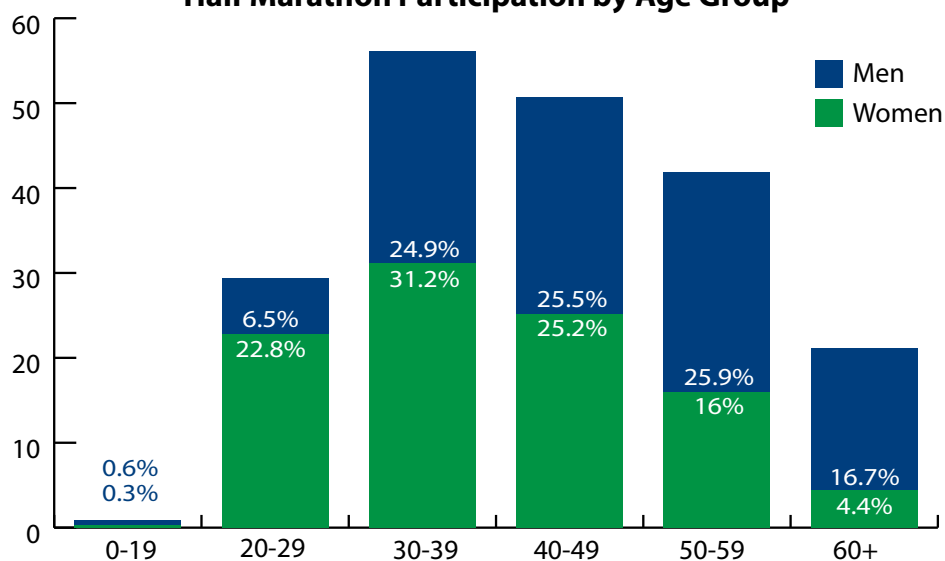


Age Group Statistics

Marathon Participation by Age Group

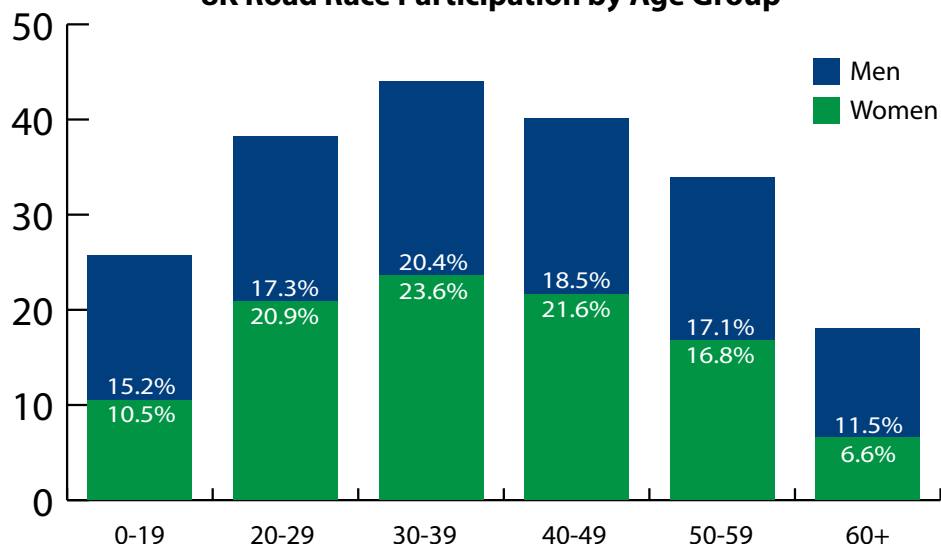


Half Marathon Participation by Age Group

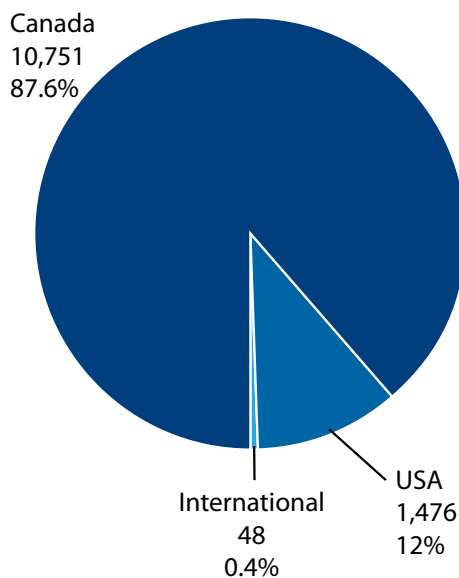


Age Group Statistics

8K Road Race Participation by Age Group

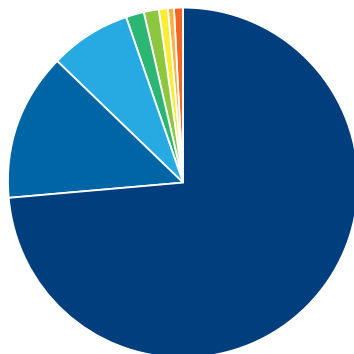


Origin of Participants by Country



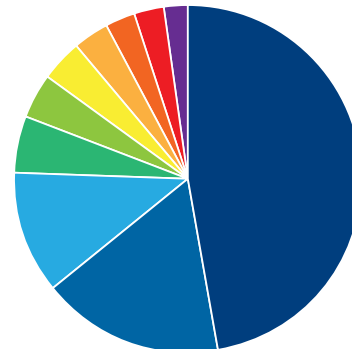
International participants came from the United Kingdom, Mexico, Japan, Germany, New Zealand, South Africa, Costa Rica, Switzerland, Kenya, Singapore, Sweden, Belgium, Denmark, Ireland, Australia, Peru and Finland.

Top Provinces/States



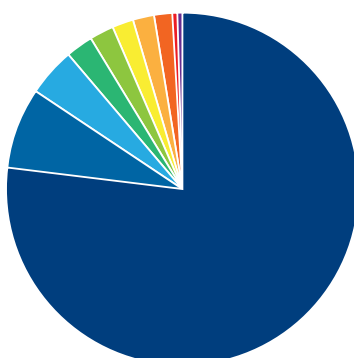
British Columbia	8,772	71.8%
Alberta	1,627	13.3%
USA – Washington	891	7.3%
USA – Oregon	205	1.7%
USA – California	154	1.3%
Ontario	112	0.9%
Saskatchewan	82	0.7%
Yukon	69	0.6%

Top 10 Cities



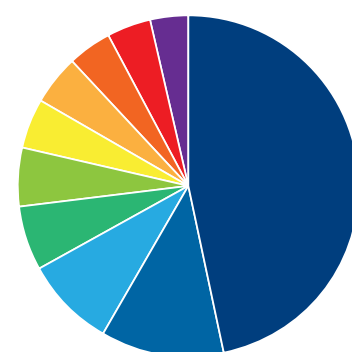
Victoria, BC	3,389	47%
Vancouver, BC	1,210	17%
Calgary, AB	821	11%
Nanaimo, BC	370	5%
Surrey, BC	305	4%
Edmonton, AB	269	4%
Seattle, WA	245	3%
North Vancouver, BC	224	3%
Campbell River, BC	190	3%
Burnaby, BC	155	2%

Top 10 Vancouver Island Cities



Victoria	3,389	75%
Nanaimo	370	8%
Campbell River	190	4%
North Saanich	114	3%
Courtenay	97	2%
Sidney	91	2%
Sooke	76	2%
Duncan	73	2%
Brentwood Bay	66	1%
Saanichton	55	1%

Top 10 BC Cities (Excluding Vancouver Island)



Vancouver	1,203	47%
Surrey	304	12%
North Vancouver	222	9%
Burnaby	155	6%
Langley	139	5%
Richmond	127	5%
Kamloops	117	5%
Coquitlam	113	4%
Delta	105	4%
Chilliwack	88	3%