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MEDIA RELEASE

Royal Victoria Marathon Registration Numbers up by 65% All Races Are Capped for 2009

(Victoria, BC – July 16, 2009) Just one day after the early bird deadline for the Royal Victoria Marathon registration numbers are up by 65% compared to this time last year. Over 5,900 registrations have been received for all four events – the Marathon, Half Marathon, 8K Road Race and the THRIFTY FOODS Kids Marathon – Kids Run – which takes place on Sunday October 11. For the first time in the history of the RVM all the races will be capped.

This phenomenal increase in numbers is attributed to several factors, according to Cathy Noel, General Manager of the RVM. “The early bird pricing always sees a spike in registrations, but this year with the uncertain economy participants are taking advantage of the cheaper entry fee. The fact that it is our 30th Anniversary and we are capping registration numbers is an added incentive, particularly for those who participate every year.”

Currently there are 1,858 registered for the Marathon with a cap of 4,000; 3,246 for the Half Marathon with a cap of 5,000; 745 for the 8K Road Race with a cap of 2,500, and over 100 for the THRIFTY FOODS Kids Marathon – Kids Run with a cap of 1,000. It is expected that the Half Marathon and 8K Road Race will reach their caps by the next registration deadline of September 15.

“Races are selling out earlier this year than ever before,” says Noel. “People don’t want to miss out and are choosing their destination races way in advance around their travel plans. We have over 1,600 more registrations from British Columbians which is an indication that people are staying closer to home and choosing Victoria as the one to run. We also have over 300 more from Alberta and our numbers from the Pacific Northwest are up.”

The marathon is a certified Boston Marathon qualifier and was earlier this year chosen by BC Athletics to host the 2009 Provincial Marathon Championships for junior, senior and master runners, for both men and women. There is \$26,000 available in prize money with \$3,000 each going to the top male and female and a \$5,000 bonus for a new men’s or women’s course record. In 2006, Steve Osaduik broke a 25-year record by winning the Marathon in 2:16:49.

To register for the Royal Victoria Marathon, Half Marathon, 8K Road Race or THRIFTY FOODS Kids Marathon – Kids Run, visit www.royalvictoriamarathon.com.

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