

Royal Victoria Marathon  
Box 675, 185 - 911 Yates Street  
Victoria BC V8V 4Y9  
Phone: 250.658.4520  
Fax: 250.658.4580



Email: [info@royalvictoriamarathon.com](mailto:info@royalvictoriamarathon.com)  
Web: [www.royalvictoriamarathon.com](http://www.royalvictoriamarathon.com)

October 12, 2008

October 11, 2009

## **MEDIA RELEASE**

### **Royal Victoria Marathon and Thrifty Foods launch Tracker Initiative**

(Victoria, BC – August 5, 2008) The Royal Victoria Marathon has added an incentive for kids to go the distance at this year's Thrifty Foods Kids Run, by introducing the Tracker. The Tracker encourages kids to track their activity, nutrition and reading, leading up to race day on Sunday, October 12. Through these activities they complete a marathon; 41 km prior to race day and the last 1.2 km by running or walking the Thrifty Foods Kids Run on October 12.

The Tracker was introduced to encourage kids and their parents to monitor activity, nutrition and reading habits over several months. Minutes spent participating in activities, the amount of fruit and vegetable servings consumed, and minutes spent reading translate into a completed tracker. A certificate of completion will be given to kids who hand in a completed Tracker at the Royal Victoria Marathon Race Expo, taking place Friday, October 10 to Sunday, October 12.

"Thrifty Foods is proud to be affiliated with the Royal Victoria Marathon by sponsoring the Kids Run and Tracker initiative," says Malcolm Webster, Vice President, Marketing & Communications. "By encouraging kids to stay active, eat healthy and develop a love of reading our hope is that the Tracker initiative will plant the seeds for life-long healthy choices."

Trackers are available at all Thrifty Foods locations or by downloading from the Royal Victoria Marathon website: [www.royalvictoriamarathon.com/events/kidsrun.php](http://www.royalvictoriamarathon.com/events/kidsrun.php)

The 29<sup>th</sup> Annual Royal Victoria Marathon takes place Sunday, October 12; in addition to the Marathon there is a Half Marathon, 8K Road Race and Thrifty Foods Kids Run. For registration details, visit [www.royalvictoriamarathon.com](http://www.royalvictoriamarathon.com).

- 30 -

For more information contact:

Louise Hodgson-Jones  
Media Liaison  
Royal Victoria Marathon  
Phone: (250) 812-2518