

## NEWS RELEASE

### Enhancements move 2013 BMO Vancouver Marathon towards world-class status

*Downtown Street Festival, music and entertainment along the course, new spectator programs are some of the many improvements*

**Vancouver, BC – March 5, 2013** – Like other world class running events, the BMO Vancouver Marathon has planned exciting new experiences for runners, spectators and volunteers over marathon weekend May 3-5, 2013.

The enhanced runners' experience begins at the Start Line with a centralized "Runners Compound" for toilets, water, and gear check. This has been created to provide runners better access to services and for easier marshaling into the "time-group" corrals. Each corral will feature a sound system and entertainment for runners' warm up. New radio partners will also be present at the Start Line Stage to entertain and rev up the early-morning crowd.

This year, a FREE transit pass is also provided for runners to increase the efficiency of their arrival by Canada Line to the Start Line.

The 2013 Finish Line experience has been enhanced by moving the gantry to Pender and Bute Streets, allowing runners to see, hear, and experience the supportive crowds in the last 500 meters of the race. Pender Street will be closed completely from Georgia to Bute to offer spectators four lengthy blocks of the exciting Finish Line views.

Similar to the Start Line, the Finish Line will feature a secure "Runners Compound" for the safe recovery of runners after completing their race where water, medals, medical aid, food and checked runners' gear will be dispersed.

Also new this year, the Elite Athlete awards will take place at the Finish Line, enabling spectators and the media to witness their achievements closer to the Elite finish times.

"A world class marathon is much more than a running event. It is a community gathering and celebration," said Charlene Krepiakevich, Executive Director of the Vancouver International Marathon Society, the non-profit organization responsible for the BMO Vancouver Marathon. "Our efforts this year remained focused on the continued improvement to the runners' experience, but equally we are focused on engaging volunteers and connecting with our twelve neighbourhoods to create a 63km city-wide community celebration!"

The enhanced spectator experience at the BMO Vancouver Marathon features a family-friendly Street Festival on Hastings between Burrard and Bute Streets complete with entertainment, music, souvenirs and food. Runners will reunite there with their supporters, after the race, and age category awards will be presented at the Street Festival award stage.

Over 80,000 spectators are expected to be attracted along the 42.1km and 21.1km courses with increased musical entertainment and promoted spectator viewing in all twelve neighbourhoods.

Additions of a new 8km event, 8km Teen Challenge, Kids 1-Mile Fun Run have been made to encourage new runners and families to participate in marathon weekend.

### **About The Vancouver International Marathon Society**

The BMO Vancouver Marathon and Half Marathon is organized and operated by the Vancouver International Marathon Society, a non-profit organization. The event is Canada's largest marathon and has a 41-year history within Vancouver and the running community internationally. The event will take place on May 5, 2013, featuring the three point-to-point courses, showcasing the city's famous landmarks, shorelines and neighborhoods. The 2013 events will remain capped at 5,000 for the Marathon, 10,000 for the Half-Marathon, 2,000 for the 8km, 500 for 8km Teen Challenge and 500 for the Kids 1-Mile Fun run participants.

For more information on the volunteer program and how to register visit:

[www.bmovanmarathon.ca](http://www.bmovanmarathon.ca)

### **About BMO**

BMO Bank of Montreal is proud to be in its eighth year as title sponsor of the BMO Vancouver Marathon. BMO supports the running community through sponsorship of marathon events in Vancouver, Kelowna, Charlottetown, Phoenix, Arizona, and Milwaukee and Madison, Wisconsin. BMO has a long and proud history of supporting sports in Canada. We believe our ties with sports reflect some of our most deeply held corporate values, such as contributing positively to a healthy quality of life in the community, and promoting the achievements of people, regardless of age or ability.

Registration for the BMO Vancouver Marathon is now open to the public.

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