

# The 2010, GoodLife Fitness Victoria Marathon Kidsport Charity Pledge Program

It's a long name, but we're proud to call it ours. This year, we were granted our Charity Pledge Program status, which allowed KidSport to enlist participants in the 8K, half and full marathons to raise donations on our behalf. The GoodLife Fitness runs are popular, with over 14,000 runners from 23 countries participating this year. We were fortunate to enlist some very dedicated runners who raised over \$14,000, not bad in our first year!

In support of our inaugural program, Peninsula Co-op provided not only a generous donation but also sponsored team shirts for our fund raisers and support teams. On race day the Co-op cheering station was staffed with volunteers as well as Used Victoria, who all loudly cheered runners from early dawn into the afternoon.

Of note was Sheron Chrysler of Duncan, who ran the marathon in memory of her brother Vincent, rallying many members of the Cowichan and Duncan communities to help support KidSport. Sheron and her supporters



all proudly sported various KidSport branded clothing and signs to raise awareness for her efforts.

As well, long time KidSport friend and Olympian, Simon Whitfield continued his gracious support resulting in one of the higher sponsorship dollar numbers.

A team from Calgary, spearheaded by Adrenaline Rush coach and head butt kicker Janice McCaffery, made a strong showing in donations and the races. Thanks to our friends from Stampede City.

The Thrifty Foods Kids Run would not be possible without the support and assistance from our volunteers. We'd like to thank everyone for helping in registration, The Race Expo, stuffing race packages, course set up, marshalling and handing out medals. This year's Kids Run proceeds will help bring a season of sport to 120 kids.

