



# THE 27TH ANNUAL **TC10K**

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## **MEDIA RELEASE**

### **New TC10K Toolkit Announced for Participants 2016 T-Shirt Design Unveiled**

(Victoria, BC – February 4, 2016) A new TC10K Toolkit was announced today at the launch of the 27<sup>th</sup> Annual event. The launch, held at Cloverdale Traditional School, winner of the Team Spirit award last year, also saw the unveiling of the new 2016 t-shirt designs, and a presentation to the seven official charities. The TC10K and the Thrifty Foods Family Run take place on Sunday, April 24<sup>th</sup>.

The TC10K ToolKit will be an invaluable resource for participants as they plan their training. “The Toolkit will include information on nutrition, goal setting, gear, injury prevention and training ideas,” explained race director, Cathy Noel. “Each week over the next 11 weeks everyone can visit the TC10K website and download the training schedule for that week, get a new recipe, learn from an expert, read a motivational quote or charity story. These are building blocks to help you get fit and ready for the start line.”

The new 10K and Family Run t-shirt designs were unveiled. Designed by renowned artist Richard Hunt, the 10K shirt features a Kulus. “This design represents a Kulus, or immature Thunderbird, who is dancing and having fun. The feather on the back of his head is an upside down raven design. On the tail of the Kulus is an eagle design. Kulus is the mask I would wear when I dance the Tamed Hamatsa,” explains Hunt. The Family Run shirt is adorned with a seal. “This is a fun design of a seal, which is covered in spots. This seal has a mischievous look on his face. If you look at the fins of the seal you will see they are shaped like hands. The seal is used in the dance of the Animal Kingdom from the Sea,” said Hunt.

A cheque presentation was made to the seven official charities, by Shannon Kowalko, President of the Victoria International Running Society. The Heart & Stroke Foundation returns for its 21<sup>st</sup> year, BC Cancer Foundation, Every Step Counts, Help Fill A Dream, and Times Colonist Raise-a-Reader have been official charities for five years, and Cystic Fibrosis Canada and the Victoria Hospitals Foundation return for a second year. Participants can add a donation when they register for the race, or they can contact the charity of their choice directly and raise pledges. Over \$50,000 was raised last year through participant donations, pledges and general fundraising.

“Our goal is to encourage our community to join us on April 24<sup>th</sup>,” said Noel. “Thanks to our sponsors we have the special TC10K toolkit, thanks to our charities we have amazing individuals making pledges and donations, all with the goal of getting everyone to the start line, healthy and prepared. And when you get there, our hundreds of volunteers and supporters along the course will help propel you to the finish.”



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"I am excited to countdown the days until April 24<sup>th</sup> when family, friends and co-workers gather on the beautiful streets of downtown Victoria to run, jog or walk the 27th Annual TC10K," added Kowalko. "On behalf of the Victoria International Running Society it is an honour to host an event that encourages a healthy lifestyle for people of all ages."

To date there are 2,000 registered for the TC10K with the early bird deadline just over a week away on February 15<sup>th</sup>. You can enter the 10K as an individual or as part of a team in either the Corporate or School Team categories. Over 300 teams took part in 2015.

For details on the TC10K Toolkit go to: <http://www.tc10k.ca/tc10k-toolkit/>

For details of the official charities go to: <http://www.tc10k.ca/charities-2016/>

To register for the event go to: <http://www.tc10k.ca/register-2016/>

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