



THE 27TH ANNUAL **TC10K**

RUN • WALK • APRIL 24TH, 2016

MEDIA RELEASE

Registration Now Open for the 27th Annual TC10K Discount Available for the first 500 Registrants

(Victoria, BC – October 28, 2015) Registration for the 27th Annual TC10K is now open. The 2016 event, which consists of the TC10K and the Thrifty Foods Family Run will take place on April 24, 2016. As a special opening promotion, the first 500 registrants will receive \$10 off the registration fee accessed through an online discount code on the TC10K website.

Participants can run or walk the scenic 10-kilometre route. You can enter as an individual or as part of a team for the TC10K or the Thrifty Foods Family Run. The fee for individuals and team members is \$40, while the 1.5 kilometre family run is \$20. These early bird prices are in effect until February 15, when the fees will increase. Teachers and students can also enter a team in the Island Farms School Team category where the early bird fees are \$30 for the TC10K and \$20 for the Thrifty Foods Family Run.

“We are looking forward to hosting the TC10K and the Thrifty Foods Family Run again this year in our beautiful city,” says Shannon Kowalko, President of the Victoria International Running Society (VIRS). “After much discussion and consultation with members of the community, our board has decided to eliminate the half marathon distance from the event this year, and focus our time and resources on hosting the very best and FUN 10K and 1.5K distances. Our mission is to engage as many people from our community at whatever level they feel comfortable, to live a happier and healthier lifestyle.”

Renowned artist Richard Hunt has produced a new design for the 2016 10K and 1.5K shirts. The 10K design represents a Kulus, or immature Thunderbird, who is dancing, and the 1.5K design is of a seal, covered in spots, with a mischievous look on his face. These follow his very popular dancing heron design that adorned the 2015 shirts.

The TC10K supports seven official charities. The Heart & Stroke Foundation returns for its 21st year, BC Cancer Foundation, Every Step Counts, Help Fill a Dream, and Raise-a-Reader have been official charities for five years, and Cystic Fibrosis Canada and the Victoria Hospitals Foundation return for their 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.

For more information on the 2016 TC10K, and to register go to: www.tc10k.ca

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