



The Running Room Announced As Official Specialty Retail Partner for the 2017 TC10K Race

Victoria, British Columbia — January 18, 2017 — Victoria International Running Society (VIRS), owner of the TC10K, is excited to announce The Running Room Canada as the Official Specialty Retail Partner for the race on Sunday April 30, 2017.

“The Running Room is pleased to be a corporate partner with the iconic TC10K. The TC10K is an exciting opportunity for The Running Room to connect with our athletes, fans and spectators” said John Stanton, CEO and Founder of The Running Room. “This major West Coast event is a meaningful way to meet our collective goals and create the foundation for a long lasting partnership with the TC10K and the greater community of Victoria. The Running Room and the TC10K, with you from start to finish!”

The Running Room will be set up at the TC10K Exposition and Package Pickup at Crystal Garden on race weekend and will provide support to the TC10K run clinics throughout Greater Victoria leading up to race day on April 30th.

“The Running Room has been a great supporter of running and walking in Greater Victoria and Vancouver Island for decades,” VIRS Board President, Chris Siver, said. “We are happy to be able to partner with The Running Room and look forward to the new opportunities this partnership will bring both parties.”

The Victoria International Running Society (VIRS) is a not-for-profit society that presents the TC10K and the Victoria Track Classic. VIRS supports and promotes the sport of running in Greater Victoria.