



THE 26TH ANNUAL **TC10K**

RUN • WALK • APRIL 26, 2015

MEDIA RELEASE

T-Shirt Design Announced for the 2015 TC10K New Initiatives for Runners of all Levels

(Victoria, BC –January 30, 2015) The t-shirt design for the 2015 TC10K was unveiled today at the launch of the 26th Annual event. New initiatives with the Provincial Government and the schools were also announced as well as an online training program to help individuals train for the 10K and the 2nd Annual TC Half Marathon. The TC10K and Half Marathon take place on Sunday, April 26. Participants can still register at the early bird fee until midnight on January 31.

Renowned artist Richard Hunt unveiled the new design that will adorn the front of the 2015 10K shirts. “This design represents a dancing heron,” he said. “I was working on this design shortly after 911 and because I became so devastated by the events of that day, I decided to make this heron colourful and happy.” The heron was chosen by Hunt as they are indigenous to the west coast of British Columbia. He produced three designs and the dancing heron was chosen as it looked powerful and confident.

Cathy Noel, Race Director of the TC10K also announced new initiatives. “Our goal is to have as many people as possible at both the 10K and Half Marathon start lines on April 26th,” she said. “To assist in the training of all ages and abilities, we are very excited about having 3-time TC10K winner Bruce Deacon as our online coach. We will be working with other events as good training goals leading up to April 26th, including the new Bear Mountain St Paddy’s 5K on March 15th. We are also launching a “lunch and learn” series with the Government Ministries, and a school series leading up to and including race weekend. In addition we have extended the time limit for completing the Half Marathon to three hours, to enable all levels of runners to experience the beautiful course that runs from Centennial Stadium to downtown.”

“The nature of our event has grown remarkably over the 25 years as it has wound its way through the streets of Victoria,” said Shannon Kowalko, President of VIRS, who stage the event. “Expanding to include a Half Marathon, encouraging youths to participate, providing a fundraising platform for more local charities, and having truly amazing volunteers are all key elements which have contributed to our success. We look forward to hosting one of Vancouver Island’s premiere community events this April and for many years to come.”

Margaret Jenkins School – who hosted the launch – were presented with the 2014 Team Spirit Award, a \$1,000 prize awarded in the Island Farms School Team Challenge.



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The TC10K supports seven charities. The Heart & Stroke Foundation returns for its 20th year, BC Cancer Foundation, Every Step Counts, Help Fill A Dream, and Raise-a-Reader have been official charities for four years, and new for 2015 is Cystic Fibrosis Canada and the Victoria Hospitals Foundation. 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 details of each charity go to: <http://www.tc10k.ca/charities-2015/>

To date there are 2,200 registered for the TC10K and the Half Marathon, and with the Early Bird deadline approaching at midnight on January 31st this number is expected to rise. You can enter the 10K as an individual or as part of a team in either the Corporate, School or Sport Team categories. Over 350 teams took part in 2014.

In 2014, 11,524 registered for the event. To register go to www.tc10k.ca.

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