

February 19, 2010

Marathon organizers agree to have one marathon in spring, one in fall in 2011

The organizers of Toronto's two marathons and the City of Toronto have come to an agreement that will see the GoodLife Toronto Marathon move to the spring and the Scotiabank Toronto Waterfront Marathon continue to operate in the fall beginning in 2011.

Both events will take place in the fall in 2010.

The City's Public Works and Infrastructure Committee, at its meeting February 2, indicated that if the two groups could not come to agreement to move one of the races to the spring, the City would move forward with plans to issue a request for proposals for any group interested in hosting a single marathon for 2011.

"This agreement is really great news for Toronto, for the marathon runners, for our local charities and even for local car drivers. I'm glad the two race organizers are working together to create really great sporting events in our City; one run in the spring and one in the fall will give all GTA residents year round opportunities to go out and enjoy themselves, achieve their personal best, and enjoy our great city," said Councillor Glenn De Baeremaeker, Chair, Public Works & Infrastructure Committee (Ward 38 Scarborough Centre).

"Having these two races at different times of the year will provide the City with a better opportunity to minimize the disruption to residents that occurred when the events were held just weeks apart," said Gary Welsh, General Manager, Transportation Services.

The agreement and commitment from the race directors to work with the City to significantly increase participation in their respective events by expanding their marketing of Toronto and their sponsors in this region and to the rest of the world at two different times of the year is significant.

"Toronto now has a great opportunity to build on the combined energies of two organizations to create better long distance running experiences, greater tourism impacts, more charitable giving; all with less negative impacts on businesses and residents. It's a multiple win for everyone," Said Mike Williams, General Manager, Economic Development & Culture.

"I am pleased that we have come to an agreement that will maximize both the economic impact for Toronto; our charitable partners and the entire community. We can all better work towards building and marketing our events on a global scale that will ultimately benefit all involved. We look forward to continued cooperation in building a sustainable, unique, and signature running atmosphere in Toronto" said Jay Glassman, Race Director, GoodLife Toronto Marathon.

"We are delighted to have the support of the City of Toronto for our Signature Fall marathon in 2011 and look forward to continuing to build a world class marathon that showcases our great city to local, national and international runners," said Alan Brookes, Race Director, Scotiabank Toronto Waterfront Marathon.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. It is the economic engine of Canada and one of the greenest and most creative cities in North America. Toronto has won numerous awards for quality, innovation and efficiency in delivering public services. Toronto's government is dedicated to prosperity, opportunity and liveability for all its residents. For information about non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

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