

– For Immediate Release –

Servus Edmonton Marathon partners with The Loyal Edmonton Regiment Newly named sponsor of the “Army 10K” event

Edmonton, AB – June 21, 2018 – The Servus Edmonton Marathon is delighted to announce a new partnership with the Loyal Edmonton Regiment. The new sponsorship agreement includes naming the 10K event the “Army 10K” and will provide the Primary Reserve infantry unit of the Canadian Forces with an official role as a partner for race weekend activities. The Servus Edmonton Marathon takes place on August 18 to 19 at the Shaw Conference Centre.

Servus Edmonton Marathon spokesperson, and founder of the Running Room, John Stanton welcomes the new partnership, “We are extremely excited to have the Loyal Edmonton Regiment come on board to help promote a healthy lifestyle for civilians and soldiers.”

“We’re proud to have the opportunity to take part in the Servus Edmonton Marathon sponsoring the Army 10K,” says Commanding Officer Lieutenant-Colonel Jon McCully. “The Loyal Edmonton Regiment has deep roots in this city and surrounding communities. The support we continue to receive from Edmontonians and Albertans has been outstanding. It’s what enables our soldiers to serve our nation and protect our values. Sponsoring the Army 10K is our way of saying thank you to the citizens, the businesses and employers of our soldiers, and the City of Edmonton for all they have done to help make our Regiment strong, proud and successful.”

The “Army 10K” offers the following:

- A Military challenge
- The Military March Team participating in the 10K event
- Special awards category for Military personnel
- Military vehicles that families can check out at the expo and post-event
- Medals handed out by uniformed Military personnel

Over 4,500 racers took part in the Servus Edmonton Marathon last year and the event is gearing up for stronger registration numbers and more runners on race day. The Servus Edmonton Marathon, a Family Festival Weekend, was named one of Alberta’s Best Road Races by Athletics Alberta. It’s also a Boston qualifier race, and brings elite athletes, international running enthusiasts, and loyal locals out. Some key highlights include runs through the scenic River Valley, and the energy of a downtown finish line with cheering fans lining iconic Jasper Avenue.

About Servus Edmonton Marathon:

The Servus Edmonton Marathon is a signature event on the City of Edmonton calendar. Known as the ‘friendly marathon,’ the course is flat and fast and boasts

plenty of scenery with stunning views of the River Valley, and runs through beautifully established, historic neighbourhoods. It's also a Boston qualifier race, and brings elite athletes, international running enthusiasts, and loyal locals out on race day.

About Servus Credit Union:

Servus Credit Union is a member-owned financial institution serving members from more than 100 locations in 59 communities. The credit union's vision of building a better world - one member at a time - inspires their commitment to shaping member financial fitness. For more information, call toll-free 187SERVUSCU / 1.877.378.8728 or visit servus.ca.

For more information about how to sign-up, or volunteer for the Servus Edmonton Marathon, please visit: <http://www.edmontonmarathon.ca>

Facebook: <https://www.facebook.com/ServusEdmontonMarathon/>

Twitter: [@Edm_Marathon](https://twitter.com/Edm_Marathon)

Hashtags: #RunWithUs #YEGMarathon

Instagram: [@edmontonmarathon](https://www.instagram.com/edmontonmarathon)

- 30 -

For more information or for interview requests:

Media Contact:

Deirdre Rowland

Media Relations

Servus Edmonton Marathon

Cell: 778-888-9974

Email: deirdre.rowland@21one.ca