

Case Study: Scotiabank Blue Nose Marathon and Active Living Expo

Energizing Atlantic Canadians

For the past 14 years, the Scotiabank Blue Nose Marathon has brought people of all ages, abilities and fitness levels from Nova Scotia and around the world together over the Victoria Day long weekend to get active. In addition to encouraging healthy lifestyles through activity, over 73 local charities benefit from fundraising efforts through the Scotiabank Charity Challenge which has raised over \$2.7 million dollars to date.



3
DAYS



95+
EXHIBITORS



12,000+
ATTENDEES

Why Nova Scotia?

Halifax has proven over and over again to be the best location for the Scotiabank Blue Nose Marathon. The unique course not only showcases the dynamic and vibrant streets of both Halifax and Dartmouth - something founders Gerry Walsh and Rod McCulloch wanted to highlight from the start - but hosting the race and exhibition in the heart of downtown Halifax is also a big draw for participants. Hosting in Halifax also means that event organizers can tap into the high level of generosity and volunteerism that Nova Scotians embody with over 1,500 volunteers participating each year!

Having access to a convention centre and entertainment facility, with a team of experts on hand to host the growing event is another reason why organizers feel that the Scotiabank Blue Nose Marathon belongs in Halifax.

Where it all comes together

Since day one, our team has acted as a partner to the Scotiabank Blue Nose Marathon. We've worked with the Scotiabank Blue Nose Marathon to host their large multi-faceted event that includes six running events and the Active Living Expo. The event is so large, with 12,000+ participants



“Your staff know us very well and always make us feel welcome.”

Sherri Robbins
Executive Director,
Blue Nose Marathon



“ I just love being part of an event that encourages Nova Scotians to be more healthy and active.

Valerie Corkum
Sales Manager

and many more volunteers, that both the Scotiabank Centre and World Trade and Convention Centre facilities are needed to host this one-of-a-kind event.

Strong relationships

Our clients have told us that they value the strong relationships they develop when working with our team to plan their event; the Scotiabank Blue Nose Marathon was no different. Executive Director Sherri Robbins, tells us that we have an amazing and innovative partnership supporting them with planning and creating new opportunities to enhance the event and collaborating on content creation for social and digital channels.

Streamlined for success

We aim to provide solutions that simplify the process of planning an event; it allows us to be a partner with our client to ensure their goals are being met every step of the way. With 14 years of experience working with the Scotiabank Blue Nose Marathon, we've been able to streamline the event planning process and help them host a very successful event that brings participants back year after year.

At the centre of it all

In addition to the multiple runs that take participants on a trek around the city, the Scotiabank Blue Nose Marathon is happy to call our facilities home base. We act as a hub for runners, volunteers and those who want to learn more about how to achieve a healthy lifestyle.

Growing ability

Scotiabank Blue Nose Marathon is the largest fitness event in Atlantic Canada. It brings together a community of active-minded participants, dedicated volunteers and generous sponsors. The event has grown from a few thousand runners and walkers in its first year to over 12,000. The event continues to be supported by the community with the 2017 season raising \$600,000 for 73 community charities – the most funds raised in a single year.



Learn more about working with our team to bring your conference to Nova Scotia. >>