



FOR IMMEDIATE RELEASE
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Mississauga Marathon Takes Back Running!

Mississauga, ON –The Mississauga Marathon is excited to kick off our “Take Back Running” marketing campaign with the official launch of our new website.

This campaign is poised to take the Mississauga Marathon toe to toe with the phenomenon of “non-competitive” or “obstacle” style running events which have grown significantly in popularity and participation in recent years. The Mississauga Marathon will boldly challenge the younger demographic participating in these events to compete in a traditional style timed event, while continuing to also target the recreational runner. We will also position ourselves as a premier running event in the GTA and North America by also promoting the many features and benefits which we hold over our competitors. The launch of the new website is the first of many initiatives to #TakeBackRunning!

The new website is a user friendly tool that now navigates through all event information with ease, while maintaining a strong, innovative look. The home page now has all seven events more accessible, newsletter subscription for the latest event news and simplified menu tabs.

“I am thrilled with the new look!” says Mississauga Marathon Marketing Manager, Chris Kowalewski. “The Mississauga Marathon is a premier running event that showcases a world class course. We wanted the new website to reflect that. With our “Take Back Running” campaign this year, we are looking to refine and grow the Mississauga Marathon brand in a new and exciting way. We want to make a statement about our place in the industry and do it in a way that resonates with our participants. Our runners don’t hold anything back, and neither do we, that’s why we made the change.”

Everyone is invited to check out the Mississauga Marathon’s new look by visiting: www.mississaugamarathon.com.

About the Mississauga Marathon

The 12th annual Mississauga Marathon will take place on Saturday, May 2nd and Sunday, May 3rd, 2015 and offers “A Run For Everyone” including: Full Marathon, Sal Guzzo, LL.B Relay Challenge, Recharge with Milk Half Marathon, Valeant Pharmaceuticals 10K, 10K Student Relay, “The Hazel” 5K and SUBWAY® Restaurants 2K Fun Run/Walk. A Runner’s Expo is also part of Race Weekend, a mandatory stop for all participants to pick up their race kits and will take place on Friday, May 1st and Saturday, May 2nd, 2015 at the Port Credit Memorial Arena in downtown Port Credit.

Prices increase on Wednesday, January 28th so register today and save: www.mississaugamarathon.com.



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