



FOR IMMEDIATE RELEASE

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**2018 MISSISSAUGA MARATHON SET TO CELEBRATE 15 YEARS RUNNING**

**Mississauga, ON** – Landmark Sport Group Inc., organizers of the Mississauga Marathon, are pleased to announce the theme of the 2018 Mississauga Marathon as ‘Better. Faster. Yours.’, celebrating the event’s 15<sup>th</sup> Year Running. The 2018 Mississauga Marathon is set to take place from May 4-6, 2018.

The first Mississauga Marathon was held on May 16, 2004, with Full Marathon, Half Marathon, Corporate Relay, 10K, 10K Student Relay and 2K events. Flash forward to the 2018 event, the Mississauga Marathon includes the Full Marathon, Half Marathon, Full Marathon Relay Challenge, MNP 10KM, 10KM Student Relay, Novo Nordisk® “Hazel” 5KM and 2KM Fun Run/Walk, with close to 10,000 participants taking part in 2017’s event.

“The theme of ‘Better. Faster. Yours.’ will be a celebration of all participants of the Mississauga Marathon. This race is all about the participants and we wouldn’t be where we are today without them,” said Race Director, Brody Coles. “We want to show everyone that our event is the best out there, and that starts with a focus on participants first.” 95% of past participants have said they would run the Mississauga Marathon again, and 97% have said they would recommend the event to a friend.

Putting participants first means making Race Weekend as stress-free as possible, from free parking and shuttles to a well-marked route and pre-race communications. “We want to make sure that participants can simply focus on getting ready for their race, instead of worrying about the logistics of Race Day. We cover everything from parking to shuttles so participants and spectators can enjoy the event,” said Coles.

The fast, 80 metre net downhill course draws in a significant number of runners, looking to take the next step in their running career and also have the opportunity to qualify for the Boston Marathon. The 2017 Mississauga Marathon produced 146 Boston Qualifying times and has recorded a total of over 2,000 qualifying times since 2004. Many runners also achieve their personal best times on the Full and Half Marathon Athletics Canada certified course. Lucas McAneney won the 2017 Full Marathon in 2:26, the fifth fastest time run by a Canadian anywhere in the world so far in 2017.

There are a number of participants that have run 14 previous Mississauga Marathon events, with three of those participants already registered for 2018's event. "We love to see that participants continue to return to our event," said Coles. "There are many options for events in the GTA and it is great to see that year after year, people choose ours. It really says something about the quality of our event and why our satisfaction rate continues to be over 95% year after year. We encourage people from across the GTA and Ontario to take part in the Mississauga Marathon and experience it for themselves."

Registration for the 2018 Mississauga Marathon is open! Participants may register online at [www.mississaugamarathon.com](http://www.mississaugamarathon.com).

### **About the Mississauga Marathon**

The 2018 Mississauga Marathon is scheduled to take place from Friday, May 4 to Sunday, May 6, 2018. Race Weekend will include a Health & Wellness Expo that is open to the general public at Port Credit Memorial Arena on Friday, May 4 and Saturday, May 5, 2018. The Mississauga Marathon will continue to offer "A Run for Everyone," with events including the Full Marathon, Half Marathon, Full Marathon Relay Challenge, MNP 10KM, 10KM Student Relay, Novo Nordisk® "Hazel" 5KM, and 2KM Fun Run/Walk. 2018 registration is now open: [www.mississaugamarathon.com](http://www.mississaugamarathon.com).

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