

# MISSISSAUGA MARATHON.COM 15 Years Running

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## 2018 MISSISSAUGA MARATHON SCOTIABANK CHARITY CHALLENGE OFFICIALLY LIVE



Photo Credit: Reyen Jones

**Mississauga, ON** – Landmark Sport Group Inc., organizer of the Mississauga Marathon, is pleased to announce the official launch of the 2018 Mississauga Marathon Scotiabank Charity Challenge on Wednesday, October 25<sup>th</sup>. This will mark the seventh year that the event has partnered with Scotiabank to raise funds for both local and national charities.

The Scotiabank Charity Challenge allows registered charities to receive 100% of donations by covering all administrative and processing fees. Charities are able to use the Mississauga Marathon as their fundraising platform, putting their sole focus on recruiting participants and raising funds for their organization. When registering, all participants are given the option to create their own fundraising page

for a charity of their choice, or make a donation to any of the Mississauga Marathon's registered charity partners.

"We are very excited about the launch of the 2018 Mississauga Marathon Scotiabank Charity Challenge," said Race Director, Brody Coles. "With us surpassing one million dollars donated in 2017, our charity fundraising program is gaining momentum heading into our 2018 event. We look forward to building upon last year's total."

Charities already registered for the 2018 Scotiabank Charity Challenge include: Aim for Seva, Canadian Blood Services, Canadian Cancer Society, Canadian Mental Health Association Peel Branch, Colorectal Cancer Canada, Crohn's and Colitis Canada, Grand Philharmonic Choir, Indus Community Services, Riverwood Conservancy and Trillium Health Partners. Fundraising will be open from October 25, 2017 until June 6, 2018.

In addition to covering administrative and processing fees, Scotiabank awards the top charity in each of the following categories with \$2,000:

- Charity with the most registered fundraising runners
- Charity with the largest total dollars raised
- Charity with the most raised per registered fundraiser

2017's Scotiabank Charity Challenge involved 28 registered charities, raising over \$190,000, the second highest total ever since the first Mississauga Marathon Scotiabank Charity Challenge in 2012. Charities interested in learning more about becoming a charity partner are asked to contact

[info@mississaugamarathon.com](mailto:info@mississaugamarathon.com) or complete our charity registration form:

<https://scotiabankcharitychallenge.wufoo.eu/forms/x1o6ffz61dbzkce/>

### **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, Pandora Square One Half Marathon, Full Marathon Relay Challenge, MNP 10KM, 10KM Student Relay, Novo Nordisk® "Hazel" 5KM, and 2KM Fun Run/Walk. Early bird prices increase November 1<sup>st</sup>! Participants may register online at: [www.mississaugamarathon.com](http://www.mississaugamarathon.com).

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