



FOR IMMEDIATE RELEASE

July 10, 2018

**2018 MISSISSAUGA MARATHON SETS RECORD WITH \$290,000 RAISED FOR CHARITY**

**Mississauga, ON** – Landmark Sport Group Inc., organizer of the Mississauga Marathon, is proud to announce a new record has been set for both the number of charity partners involved with the Scotiabank Charity Challenge and for the amount of dollars raised. A total of \$290,581.86 was raised for 31 various charity partners at the 2018 Mississauga Marathon.



“This has been a fantastic year for all of our charity partners,” said Elliott Kerr, President of Landmark Sport Group Inc. “We could not be more proud of the result of this year’s Scotiabank Charity Challenge and we can only continue to grow this aspect of the Mississauga Marathon in the future.”

The inaugural Mississauga Marathon Scotiabank Charity Challenge was held in 2012 and has since raised over \$1,000,000 for both local and national charity partners. Charities are encouraged to use the Mississauga Marathon as their fundraising platform in order to focus on recruiting and fundraising, eliminating any time and resources necessary to host their own fundraising event. Charity partners may participate in any of the seven events at the Mississauga Marathon, either as a team or as an individual fundraising for their charity of choice.

“It is always great to see charities gather at the finish line after their event and celebrate their achievement, both on the course and with their fundraising efforts,” said Kerr. “The Scotiabank Charity Challenge is a very special aspect of the Mississauga Marathon and allows us to become involved in the community and give back.”

Scotiabank covers all administrative and processing fees associated with donations, resulting in charities receiving 100% of donated funds. In addition, Scotiabank awards the top charity in three separate categories with an additional \$2,000. The top charities in 2018 are as follows:

- **Canadian Blood Services** (Charity with the most registered fundraising runners)
- **Joy Beyond Vision Community** (Charity with the largest total dollars raised)
- **Islamic Relief Canada** (Charity with the most raised per registered fundraising runner average)

The 31 registered charities of the 2018 Mississauga Marathon include: Aplastic Anemia and Myelodysplasia Association of Canada, Aim for Seva, Amyotrophic Lateral Sclerosis Society of Canada, Assaulted Women’s Helpline, Camp Jumoke, Canadian Blood Services, Canadian Cancer Society, Canadian Mental Health Association Peel Branch, Centre for Addiction and Mental Health Foundation, Childhood Cancer Canada, Crohn’s and Colitis Canada, Dorothy Ley Hospice, The Duke of Edinburgh’s Award – Ontario Division, Epilepsy South Central Ontario, Grand Philharmonic Choir, Human Concern International, Indus Community Services, Interim Place, Islamic Relief Canada, Joy Beyond Vision Community, Knights of Columbus Ontario Charity Foundation, Mississauga Festival Choir, Ontario Track 3 Disabled Ski Association, Pinball Clemons Foundation, Princess Margaret Cancer Centre, Punjabi Community Health Services, The Riverwood Conservancy, SickKids Foundation, Team Unbreakable, Trillium Health Partners and Youth Unlimited.

“Congratulations and thank you to all participants, charities, fundraisers and donors for their tremendous generosity in the 2018 Scotiabank Charity Challenge!” said Kerr. The 2019 Mississauga Marathon Scotiabank Charity Challenge will launch in Fall 2018. More information on the Scotiabank Charity Challenge can be found at [www.mississaugamarathon.com/charity-challenge/](http://www.mississaugamarathon.com/charity-challenge/).

### **About the Mississauga Marathon**

Events include the Full Marathon, Full Marathon Relay Challenge, Pandora Square One Half Marathon, MNP 10KM, 10KM Student Relay, Novo Nordisk® “Hazel” 5KM and Timbits 2KM Fun Run/Walk. The 2019 Mississauga Marathon will take place May 3-5, 2019. For more information, please visit [www.mississaugamarathon.com](http://www.mississaugamarathon.com).



-30-

**Contact:**

Jenna Brown, Mississauga Marathon  
Marketing and Communications Coordinator  
905-949-1910 x 222  
[jbrown@landmarksport.com](mailto:jbrown@landmarksport.com)