



Media RELEASE - 4th Annual Scotiabank Cape to Cabot 20k Race Participants Prepare for a Challenge

The 4th Annual Scotiabank Cape to Cabot (C2C) 20k race, known as “The Toughest Race in Eastern North America”, will be held Sunday, October 17th, 2010 at 8am. The race starts at Cape Spear, winds its way through three significant climbs, heads down a jarring decent to downtown St. John’s, and ends with a steep climb up Signal Hill to Cabot Tower.

This year 15% of participants are visiting the city for the race including people from Australia, the United States, France and several Canadian provinces and territories. The race registration sold out in early September (it has sold out in each year since the inaugural run in 2007).

“I can see it getting tougher and tougher to get into the event as it grows in popularity and word spreads of this running gem on the east coast! For a destination run, for a challenging and awesome course, for a well-organized event, and for a grand time in the fun city of St John’s - I HIGHLY recommend this event for seasoned runners looking for something a little different. If you do enter it - you MUST train for the hills! “

- Alasdair Veitch - NWT - in a blog post on “Canadian Running” magazine website

Runners and walkers of all ages, stages and running experience are taking on the C2C challenge this year. Some are running in remembrance, some have lost significant weight, some have overcome addictions, and some are simply coming out for the sense of accomplishment that comes with finishing this unique race. Many participants shared their feelings on the race:

“When I completed the C2C in 2007 I couldn’t believe the feeling of accomplishment and satisfaction of having setting my mind to do something and seeing it through. I crossed the finish line with very little left to give but the feeling was overwhelming.”

- Corey Ford – NS

This was the most challenging physical activity that I have ever done in my life, and at the end of the day it’s a race, but a race that symbolizes life. This year Cape to Cabot is different for me, I still dedicate this race for my mother Olive Trainor, but now I’m here to compete for 1st place.

- Blair Trainor - NL

A group of us from Peterborough came to run the C2C last year and had a really good time. Loved Newfoundland so much that I moved here and have signed up for my second C2C this year!

- Tony Brathwaite – newly moved to NL

“I just realized so much about myself by doing this race. It’s funny how my body has never felt the kind of exhaustion it did while climbing to the top of signal hill, however I remember just reminding myself how far I had come.”

- Mike Dawe – St. John’s

Race organizers are calling on the public to provide a robust cheering section for the runners. The best locations include: the bottom of Blackhead Rd. where it meets Southside Rd, the harbour front, the top of Temperance St., and the finish line at Cabot Tower! There is a free





shuttle to the finish line for spectators (departs from Fort William Building, out and back on a continuous basis from 8:30-11:30).

Sponsors for this Newfoundland and Labrador Athletics Association sanctioned road race are: Scotiabank, Scotia McLeod, Penney Mazda, Russell Investments, Molson, Metrobus and PowerVac.

There will be a surprise regarding the C2C race coming soon. Stay tuned for more announcements! *Hint: the C2C organizing committee will be pioneering an exciting new initiative for this year's race!*

For more information on the Cape to Cabot Road Race, or the participant back stories and quotes, please visit www.capetocabot.com or contact the individuals listed below.

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Russell Investments