



NEWS RELEASE

BMO Vancouver Marathon brings proven leader on board to run community event

Runner of 20 years takes helm as new Executive Director...

Vancouver, BC – November 15, 2011 – A bold new vision for the 2012 BMO Vancouver Marathon and Half Marathon is taking shape focusing on two new point-to-point courses, improved runner experience, better community engagement, and the appointment of Charlene Krepiakovich a seasoned leader to take the helm as Executive Director.

The Vancouver International Marathon Society Board of Directors initiated these changes this past summer to achieve its widened mission of promoting running and healthy lifestyles in Vancouver and establishing the BMO Vancouver Marathon as a destination event, among the best of world marathons.

New to the organization and leading the charge in this change is Ms. Krepiakovich, a 20-yr recreational runner and marketing executive. She will be responsible for overseeing the launch of 2012 new course capped at 5,000 entrants for the Full Marathon and 10,000 for the Half.

“We are delighted to welcome Charlene Krepiakovich whose dynamic background and experience make her a strong addition to our team”, said David Diebolt, Chair of the Vancouver International Marathon Society. “We are building a bold new legacy and as one of Canada’s oldest races we have a great deal of history and tradition to draw upon. Ms. Krepiakovich’s expertise in marketing and communications will be invaluable as we chart a new course for running in Vancouver.”

Fresh off her run at the New York City Marathon this past weekend, Ms. Krepiakovich is excited to be a part of one of Canada’s most scenic races. “I’m thrilled to join the Vancouver International Marathon Society to work with the volunteer board and the amazing running community in Vancouver to build on the 40 year legacy and help position these events into the major leagues. Our goal is to provide an amazing experience for our runners, supporters, volunteers, sponsors and community.”

The Vancouver International Marathon Society, a non-profit, volunteer run organization, operates the BMO Vancouver Marathon. In 1972, 46 entrants ran around Stanley Park five times. Today, the event draws runners from over 40 countries and supports several Vancouver based charities with donations of tens of thousands of dollars annually.

BMO Bank of Montreal enters its seventh year as the title sponsor of the BMO Vancouver Marathon. “The Bank is proud to be aligned with such a strong community-based organization that is well loved by spectators and participants alike,” said Joanne Gassman, Senior Vice President, BC & Yukon Division, BMO Bank of Montreal.

Please visit www.bmovanmarathon.ca for more information.

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