

VISION

An annual event in Halifax,
focused around a
marathon,
celebrating a year of
healthy living
and
active lifestyles
by the people in our
community.



OUR GOALS

As a volunteer-driven, community based celebration, the Scotiabank Blue Nose Marathon will:

1. Serve as a **catalyst** to promote health, fitness and active lifestyles through running and walking
2. Raise significant **funds** for our community
3. **Showcase** Halifax's beauty, attractions and sense of community
4. Involve the **whole community** through participation, volunteering, sponsoring and spectating
5. Make a difference with **youth** and their attitude toward health and fitness
6. Encourage the participation of people of **all levels and abilities**
7. **Treat** everyone as elite performers, whether participant, volunteer, spectator, sponsor, supplier or general public
8. Deliver a '**extraordinary experience**' for everyone