

BOYNECLARKE LLP named title sponsor of 15KM race at the Scotiabank Blue Nose Marathon



(For Immediate release) –

Halifax, NS - As part of a new five (5) year agreement, the Scotiabank Blue Nose Marathon has named BOYNECLARKE LLP the title sponsor of the brand new 15KM event, to be known as the BOYNECLARKE LLP 15KM.

Since the firm was founded in 1972, BOYNECLARKE LLP has grown to become one of Atlantic Canada’s largest full-service law firms. They pride themselves on their commitment to the community and are thrilled to be a title sponsor of one of the largest community events in Nova Scotia.

“We’re thrilled to be working with BOYNECLARKE LLP,” said Sherri Robbins, Executive Director of the Scotiabank Blue Nose Marathon. “There’s a very strong alignment between our two organizations’ and our commitments to the community. This partnership will only enhance our abilities to further those commitments.”

The BOYNECLARKE LLP 15KM, which celebrates the 15th annual Scotiabank Blue Nose Marathon, is a new addition to the roster of races at the event. This route will take participants on journey through the streets of both Halifax and Dartmouth – with approximately 9KM of the course occurring in Dartmouth. Organizers expect about 800 people to participate.

“BOYNECLARKE LLP is excited to be partnering with the Scotiabank Blue Nose Marathon as title sponsor of the new 15KM race. With the return of the bridge to the event this year and seeing that more than half of the 15KM distance would take place in Dartmouth, this felt like the perfect opportunity for us to partner with an organization and event like the Blue Nose,” said Leah Rimmer, Partner and Business Team Leader at BOYNECLARKE LLP. “We have long-admired the Blue Nose Marathon and feel it’s a great opportunity to showcase our extreme pride in our Dartmouth roots. We will not just be sponsoring the BOYNECLARKE LLP 15 KM in name, but look for our staff as they cheer on participants, hand out water and participate as runners. “

Participants interested in registering for the BOYNECLARKE LLP 15KM can visit bluenosemarathon.com to register.

About the Scotiabank Blue Nose Marathon

Known as ‘the people’s marathon’, the Scotiabank Blue Nose Marathon welcomes all ages, abilities and fitness levels to the start line. With the help of more than 1,400 volunteers, the event hosts seven fitness events (Lifemark 5KM, GoodLife Fitness 10KM, BOYNECLARKE LLP 15KM, Blue Nose Half Marathon, Scotiabank Full Marathon, Killam Marathon Team Relay and the Doctors Nova Scotia Youth Run-2KM and 4KM), and the largest Active Living Expo in Atlantic Canada. Through the Scotiabank Charity Challenge, over 70 local charities raise more than half a million dollars annually. The event takes place annually during the Victoria Day weekend (May 18-20, 2018) in Halifax and expects to welcome 13,000 participants in 2018.

About BOYNECLARKE LLP

Since founded in 1972, BOYNECLARKE LLP has grown to become one of Atlantic Canada’s largest full-service law firms, with a blend of personal, business, and institutional lawyers.

BOYNECLARKE 15KM Logo:



Media Contacts:

Danielle Russell
Marketing and Communications Coordinator
Scotiabank Blue Nose Marathon
902-496-1889
danielle@bluenosemarathon.com

Melissa McPhee
Marketing Coordinator
BOYNECLARKE LLP
902-460-3400, Ext. 246
mmcphee@boyneclarke.ca