



Vancouver  
Marathon

MARATHON • HALF MARATHON • 8KM • RELAY • KIDS RUN • EXPO





# Community Streams

## Community Outreach

### SPECIAL TRAFFIC ADVISORY



Sunday, May 5, 2019. Vancouver's only Marathon event and nearly 4,000 volunteers will help welcome more than 17,000 runners from 65+ countries.

#### ROAD CLOSURES, SPECIAL TRAFFIC ADVISORY MAY 4 & 5, 2019

Race routes will impact traf c on Saturday, May 4, 2019, in Vancouver's Riley Park, Coal Harbour and Downtown, and on Sunday, May 5, 2019 in Riley Park, South Cambie, Oakridge, Fairview, Kensington, Dunbar, UBC, Powell Grey, Kitsano, West End, Coal Harbour, Chinatown, Yaletown, Cambie, False Creek and Downtown neighbourhoods.

For detailed information, please see the reverse side, visit [bmo.vancouvermarathon.ca/distours](http://bmo.vancouvermarathon.ca/distours) email: [info@runvan.org](mailto:info@runvan.org) or call: 604.872.2938

#### RACE DAY EVENT SCHEDULE Sunday, May 5, 2019

- Half Marathon / 7am Start Time (Queen Elizabeth Park) – 11am Course Closes
- Marathon & Relay / 8:30am Start Time (Queen Elizabeth Park) – 3:30pm Course Closes
- 8K / 9:30am Start Time (Stanley Park) – 11am Course Closes

All event services will be withdrawn, removed and the area cleaned prior to roads re-opening

#### SHARE IN THE EXCITEMENT!

- Block Party by Kits Beach on Cornwall Ave.
- Block Party by English Bay along Beach Ave. and Gifford St.
- Finish Line on W Pender St. at Bute St.
- Street Festival on W Hastings St. between Bute St. and Burrard St.



#### FUEL ACCESS Sunday, May 5, 2019

- AIRPORT (7:30am-9:30am)** use Main St. to Marine Dr. to access and egress from the airport
- COAL HARBOUR (6am-5pm)** use W. Cordova St. from Burrard St.
- CANADAPLACE FORT MEYER/VANQUWER** use W. Hastings St. via Main St.
- TRANSIT DRIVERS (7:30am-10am)** expect intermittent traf c delays on Oak St., Cambie St. & Granville St.
- HILLCREST COMMUNITY CENTRE (5pm May 4 - 12pm May 5)** local access only via Main St. & 30th Ave.

Check how to get in and out of your neighbourhood:

[bmo.vancouvermarathon.ca/distours](http://bmo.vancouvermarathon.ca/distours)

This event is organized annually by the local non-pro fit RUNVAN!  
Questions? P: 604.872.2938 - E: [info@runvan.org](mailto:info@runvan.org)



Join In  
RUN • CHEER • VOLUNTEER #BMOVancouver



## Community Building



# Community Outreach

## Community Outreach

- ✓ Resident notices
- ✓ Relationship building
  - City
  - BIA's
  - Community Centres
  - Neighbourhood houses
  - Hotels
  - Airport
  - Taxis
  - etc

BMOVANMARATHON.CA



BMO  Vancouver Marathon 

RACE DAY MAY 6, 2018

**CHEER AND WIN!**<sup>\*</sup>

**\$7,000** IN CASH PRIZES

- BEST CHEER
- BEST DANCE ROUTINE
- BEST TEAM COSTUMES
- AND MORE!

\*See bmovanmarathon.ca for full contest rules.



VANCOUVER INTERNATIONAL MARATHON SOCIETY  
**NEIGHBOURHOOD CHALLENGE**  
PRESENTED BY 

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# Community Building

## Spread the spirit!

- Charity
- Community giving
- Ambassadors
- Youth programs
- Social opportunities



**RUN  
VAN**

# Charity RUN4HOPE

**Have raised \$15M since 1996**

- Social impact
- Community good

Runners can donate or run  
& fundraise

Customized charity packages

**Aim to maximize return!**





# Community Giving



**Awards**



**Cash prizes**



**Block parties**



**Community  
Celebration**





# Cheer & Team Prizing





# Block Party Kitsilano



## COMMUNITY CHALLENGE

Cheer on runners from 65+ countries and you may win prizes!

Visit: [bmovanmarathon.ca/cheer](http://bmovanmarathon.ca/cheer)

## Block Party

9:45am - 1pm

## GET READY TO CHEER!

anticipated times:

## Marathon Elites

10:05am

## Marathon Masses

11:05am

The party continues at the downtown Street Festival!

Find more entertainment, food trucks, and souvenir gear at W Hastings St between Bute St and Burrard St

## REAL-TIME UPDATES

Download the RTRT app to track runners in real-time







# Community Celebration





# Ambassador Program



Community  
giveback



Brand awareness



Promote  
running, health  
& sport



Support  
RUNVAN®,  
mission, vision  
values

**! GOALS**



# Social Runs



# School Initiatives

## Promote running, healthy living & sport

- Youth Ambassador led
- Create learning opportunities
- Inspire the next generation
- Build relationships





# School Initiatives







# Ambassador Visits

## Community Champions!

- 30+ annual community visits
- Connect with clubs and crews
- Support in club races
- Attend non-running events
- Extensions of RUNVAN®



# Challenges

## Finding balance!

- Resources
- Time
- Budget







Vancouver  
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THANK YOU