



FOR IMMEDIATE RELEASE

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Nutrience Oakville Half Marathon and Whole Foods Market Partner to Launch the Run for a Cause Community Challenge

Oakville, ON - New to the 2015 Nutrience Oakville Half Marathon (NOHM) is the Run for a Cause Community Challenge presented by Whole Foods Market. Over the past eight years the NOHM has been in support of countless charities and provided participants, both runners and walkers alike, with the opportunity to raise funds for a charity of their choice. To continue to grow the charity component of the event, the NOHM and Whole Foods Market of Oakville have partnered together to provide further incentives for all charities involved.

On Tuesday, August 11th, 2015, Whole Foods Market – Oakville is hosting its quarterly Community Support Day. Typically, five percent of sales on this day would be donated to one specific charity. To extend this, the Run for a Cause Community Challenge presented by Whole Foods Market will award the five percent of the daily sales in three prize categories to the top charities at the 2015 NOHM.

The top three charities will be selected based on the following criteria: the charity with the most fundraising participants; largest amount of donations; and the charity that raises the largest amount of pledge dollars per fundraising participant.

“Whole Foods Market has worked with the Oakville Half for several years as part of our mandate to support the community in leading an active and healthy lifestyle” says France Fournier of Whole Foods Market - Oakville. “The Run for a Cause Community Challenge allows Whole Foods Market – Oakville to open its doors to more than one charity on Tuesday, August 11th, 2015. We have provided all charities the opportunity to attend and extend their presence within the community” adds Fournier.

“This event continues to grow each year” says Brody Coles, Charity Coordinator of the NOHM. “In 2014, we raised over \$115,000 for nine local and national charities and with the support of Whole Foods Market we currently have 11 charities registered for 2015 and look forward to adding more prior to Race Weekend.”

Run for a Cause Community Challenge presented by Whole Foods Market Community Day takes place on Tuesday, August 11th, 2015, from 8:00AM to 9:00PM in store at 301 Cornwall Road, Oakville. The ninth annual Nutrience Oakville Half Marathon Race Weekend is September 26th & 27th beginning with the Runner’s Expo on Saturday which is free for participants and general public to attend.

Charities included in this year’s Run for a Cause Community Challenge presented by Whole Foods Market are: The Arthritis Society, the Canadian Cancer Society, Colorectal Cancer Association of Canada, Crohn’s & Colitis Canada – Halton Chapter, Girls Inc. of Halton, Oakville & Milton Humane Society, Oakville Parent & Child Centre, Schizophrenia Society of Ontario, SOAAR for Autism, STRIDE and YMCA of Oakville.



About the Nutrience Oakville Half Marathon

If you are a walker or runner, recreational or experienced, we welcome you to sign up for the event! Race events include: Nutrience Half Marathon, 10K, 10K Student Relay, 5K and 2K Fun Run/Walk. Everyone is also invited to attend the free Runner's Expo taking place in gorgeous Coronation Park, right on the shores of Lake Ontario. A variety of vendors distributing free samples and products will be onsite. For further information on this event, please visit: www.oakvillehalfmarathon.com.



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