



## **RUNNING ROOM JOINS THE VANCOUVER SUN RUN**

Vancouver, BC (January 28, 2020) UNITE Partnerships Inc. is delighted to announce Running Room as an Official Partner of Canada's largest 10K running event, the Vancouver Sun Run Presented by your BC Ford Dealers.

Running Room becomes the Official Running Retailer of the Sun Run and will also take the lead with the event's branded merchandise program. Running Room joins key event partners BC Ford Dealers, Shaw, Pacific Blue Cross, Kal Tire, HelloFresh, and Club16 to name a few.

Running Room's partnership with the Sun Run also incorporates exclusivity in the performance footwear category, with acclaimed shoe brand New Balance on-board and part of the mix.

Entering its 36th year, the iconic west coast event routinely attracts in excess of 40,000 enthusiastic participants - beginners to elite runners - from the Lower Mainland, British Columbia and Canada.

"As Canada's largest running specialty retailer, Running Room is proud to announce a sponsorship agreement with Canada's largest 10K road race, Vancouver Sun Run Presented by your BC Ford Dealers," comments John Stanton, Founder of Running Room, "together, we will offer the best runner experience by providing training programs and creating fun social experiences through individual, family, and team events. Building on the many years of the race's success, Running Room will contribute its own authentic energy and value to the expo and race day events. Together, we will get the whole city up and running. Truly a running event for runners, by runners."

"Running Room is such an established and well-respected brand in the running community and beyond" said Vancouver Sun Run Race Director, Tim Hopkins. "We're looking forward to getting creative together".

"Our goal is to bring the right brands and properties together to create business synergies and to add value to the human experience." says UNITE Partnerships Co-Founder Garnet Nelson. "Running Room and the Sun Run are a perfect match."

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### **About Running Room**

Running Room is proudly a family-owned company. It originated in 1984 out of founder John Stanton's wish to purchase quality running shoes from someone knowledgeable about the sport. New to the sport of running, John had a thirst for knowledge as well as a desire to buy the right product. This entrepreneurial retailer decided to fill a niche in the marketplace by opening a small one-room store in the renovated living room of an old house in Edmonton, hence the name, "Running Room." Running Room's reputation has been built upon product innovation, quality and knowledge of the sport of running. Running Room is truly a store for runners by runners. All team members are runners whose philosophy is that if you're out there running on the same roads as the customers, you can better relate to them. Currently, they have over 90 locations across Canada and the United States.

### **About the Vancouver Sun Run Presented by your BC Ford Dealers**

The Vancouver Sun Run is Canada's largest 10K road race and the 3rd largest timed 10K in North America. The Vancouver Sun Run Presented by your BC Ford Dealers is open to international elite competitors, recreational runners, joggers and walkers, wheelchair competitors, teams, schools and children. The 2020 Vancouver Sun Run Presented by your BC Ford Dealers will be taking place on Sunday, April 19 th at 9:00 a.m. in downtown Vancouver. The 2.5K Shaw Mini Sun Run starts at 8 a.m. For more information, visit [vancouver.sunrun.com](http://vancouver.sunrun.com)

### **About Ford Motor Company of Canada, Limited**

Ford of Canada's operations include a national headquarters, three regional offices, three vehicle assembly and engine manufacturing plants, two parts distribution centres, two R&D sites, and three Connectivity and Innovation centres. Ford employs approximately 8,000 people in Canada, while an additional 18,000 people are employed in the more than 400 Ford and Ford-Lincoln dealerships across the country. For more information, please visit [www.ford.ca](http://www.ford.ca)

### **About UNITE Partnerships Inc.**

UNITE Partnerships Inc. is a leading sponsorship sales and marketing authority based in Vancouver, BC. With a mix of regional, national, and international clients UNITE works with some of the largest and most respected sport and entertainment events, organizations and brands. The company is currently the agency of record for Panam Sports, Curling Canada, the JUNO Awards, Canada's largest 10K – the Vancouver Sun Run, the Pacific National Exhibition, and UmbraCity. UNITE is also proud to have a strategic sponsorship sales relationship with Canucks Sports & Entertainment, including their new e-sports team, the Vancouver Titans (Overwatch League).