

## For immediate release

### **New Brunswick's first ever "New Brunswick Challenge 2014/ Défi Nouveau-Brunswick 2014"**

For anyone seeking a challenge of marathon proportions, and a medal to prove it, the Fredericton Scotiabank Marathon, Peak Performance Miramichi Rock' N Run, Emera Marathon by the Sea in Saint John and Moncton's GTECH Legs for Literacy/Courir pour lire Marathon have joined forces for 2014 to offer a unique New Brunswick Challenge. Finishers of all four events will receive a distinctive one of a kind medal like no other. Due to the popularity of the Tri-City Challenge last year, the fourth New Brunswick event and the additional medal were added. Organizers have collaborated on a medal design that will represent all regions of New Brunswick.

This is a chance for runners and walkers of all levels to take the challenge - compete in any event distance in all four of New Brunswick's premier races and in the final event in Moncton you will receive the NB Challenge medallion. The Fredericton, Miramichi, Saint John and Moncton events offer various distances to appeal to everyone from the new runner or walker to the experienced marathoner. The timing of the events couldn't be better with May, June, August and October events allowing runners to train for and recover from one event before the next training begins.

Consider one of the following tempting combinations:

- "The Climb" (5 km in Fredericton on May 11<sup>th</sup>, 10k in Miramichi on June 22<sup>nd</sup>, Half Marathon in Saint John on Aug 10<sup>th</sup>, and the Full Marathon, in Moncton on Oct 26<sup>th</sup>),
- "The Recovery" ( full marathon in Fredericton, Half Marathon in Miramichi a 10k in Saint John and the 5k in Moncton)
- "Half Marathon Extreme" for the true distance runner whose goal is to complete four half marathons in 168 days
- "Make your own combo"; any combination of distances in each of the four cities

To be part of this great initiative, participants should begin by registering and training for a distance at the Fredericton Scotiabank Race on May 12<sup>th</sup>, The Peak Performance Rock N Run in Miramachi on June 22<sup>nd</sup>, the Emera Marathon by the Sea Race in Saint John August 10<sup>th</sup> and the final event at Moncton's GTECH Legs for Literacy/Courir pour lire race on October 26<sup>th</sup>. Complete the fourth event to collect your New Brunswick Challenge Medallion.