

Times Colonist 10K given boost with new sponsorship from Frontrunners and New Balance Victoria

Frontrunners, New Balance Victoria come on board popular race

[Pedro Arrais](#) / Times Colonist

February 13, 2013 10:10 PM

Times Colonist 10K Race director Jacqui Sanderson, middle, was all smiles Wednesday after bringing on new sponsors Frontrunners and New Balance Victoria. TC 10K board member Rob Kenney, left, and Frontrunners owner Rob Reid were on hand for the announcement. Photograph By LYLE STAFFORD, Times Colonist

Frontrunners and New Balance Victoria, two locally owned stores that sell running-related equipment and apparel, were officially welcomed Wednesday as silver-level sponsors for the annual Times Colonist 10K run and walk.

The two stores will provide technical apparel for the official running clinics and organizing team.

“We are delighted to partner with Frontrunners and New Balance Victoria,” said race director Jacqui Sanderson. “The stores have a great reputation and already support other running events, so it is a natural fit for the TC 10K.”

So far 5,300 people have registered for the event, to be held April 28. A record 483 participants have already begun their training offered by 13 area recreation centres.

“It is important for our local businesses to get behind our largest running event,” said Rob Reid, owner of both Frontrunners and New Balance Victoria. “Having watched this event grow over the years, it is a pleasure to help promote a healthy, fit lifestyle.”

The Times Colonist is the title sponsor for the event, now in its 24th year. Last year the event attracted 12,483 participants. The event is organized by the Victoria International Running Society.

The event also benefits various charities.

“Victoria is an active but also giving community,” said Shannon Kowalko, Times Colonist promotions and community relations manager. “Donations from the TC 10K form part of the \$348,000 we were able to raise in 2012 for the Times Colonist Raise-a-Reader program.”

For more information, go to tc10k.ca.

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