



Scotiabank
CALGARY MARATHON

CANADA'S LONGEST RUNNING MARATHON

48TH ANNUAL RACE

MAY 27, 2012

DEMOGRAPHIC OVERVIEW



calgarymarathon.com

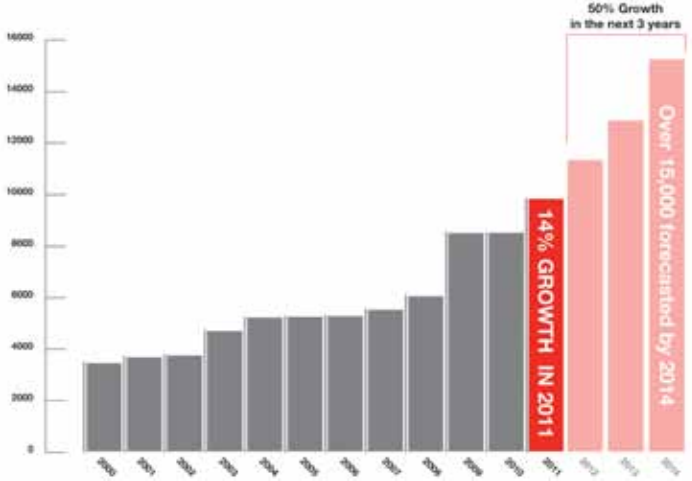


Marathon • Half Marathon • 10K • 5K Walk & Run • Kids Marathon



PARTICIPATION GROWTH

A phenomenal **14%** growth in overall event participation was achieved in 2011, with close to 9,800 participants. The Scotiabank Calgary Marathon has nearly doubled in size in the past five years. The Calgary Marathon Society has aggressive growth plans over the next three years and beyond. Over 15,000 participants are expected for the 50th Anniversary Race Weekend in 2014.



PARTICIPATION BY EVENT DISTANCE

RACE	2010 PARTICIPANTS	2011 PARTICIPANTS	PERCENTAGE CHANGE
KIDS	424	500	+24%
5K	888	1873	+111%
10K	2529	2794	+13%
HALF	3586	3626	+1.1%
FULL	1102	971	-12%
TOTAL	8529	9764	+14.5%

The decrease in full marathon participation has been attributed to an unusually cold winter in Calgary, prohibiting many participants from completing their training programs.

The half marathon increase was marginal and attributed to the impact of the winter on training programs.

A significant amount of participants registered for the full and half marathon decreased their race distance at the Expo.

The significant increase in the 5K event can be contributed to the amalgamation of another local fundraising race, the Scotiabank Group Charity Challenge (5K is a common distance for fundraising) as well as the 5K for \$6G contest that encouraged school participation.



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tiabank®
BY HARBOR
829
KATY
100% CARBOHYDRATE
100% SUGAR
100% ENERGY

PARTICIPANT PROFILE

In 2011 the Scotiabank Calgary Marathon attracted runners from 25 countries and 11 provinces. The majority of participants come from Calgary and surrounding towns and cities, providing a unique opportunity for sponsors to engage the local market.

LOCATION

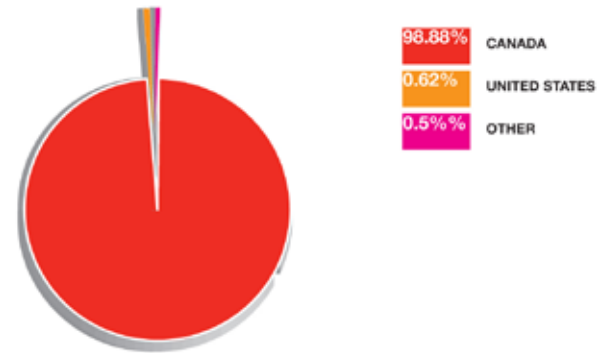
PROVINCES

96% of participants reside in Alberta and close to 2% of participants come from British Columbia and 1% from Saskatchewan. There is an opportunity to grow the event with participation from neighbouring provinces.

PROVINCE	% OF PARTICIPANTS
Alberta	96.23%
British Columbia	2.25%
Saskatchewan	1.05%
Ontario	0.47%

“Hey Calgary Marathon organizers, I want to say thanks for hosting such a great race on the weekend. This was my first half marathon and it was truly a great experience”

Elaine

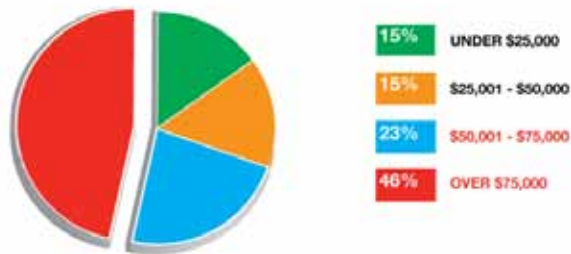


80% of Alberta-based participants reside in Calgary with small percentages of participants coming from smaller surrounding communities and Edmonton and area.

CITY	% OF PARTICIPANTS
Airdrie	1.41%
Banff/Canmore	0.67%
Calgary	80.00%
Chestermere	0.64%
Cochrane	1.00%
Edmonton and area Sherwood Park, St Albert	3.07%
High River	0.46%
Lethbridge	0.75%
Medicine Hat	0.72%
Okotoks	1.77%
Red Deer	0.72%
Strathmore	0.78%

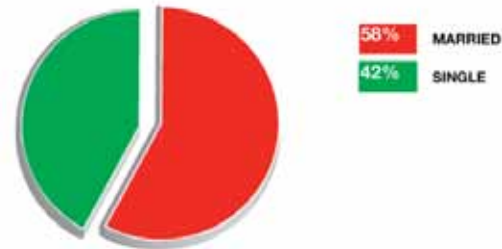
INCOME STATUS

Our participants have higher than average earning and spending power.



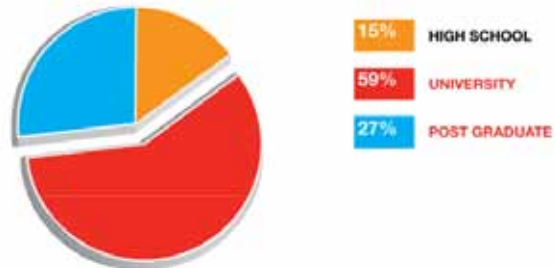
MARITAL STATUS

58% of participants are married, with 42% of the base reporting being single.



EDUCATION

Our participants are on average highly educated, motivated and ambitious, and tend to be employed in the professional services and management fields.



GENDER BREAKDOWN ALL EVENTS

Across all events our participant base is comprised of **58% female** and a **42% male** demographic, with varying breakdowns by event. Women tend to be the decision-makers when it comes to household purchase decisions.



AGE & GENDER BREAKDOWN BY EVENT

SCOTIABANK MARATHON

MALE - 62%



FEMALE - 38%



CENTAUR SUBARU HALF MARATHON

MALE - 43%



FEMALE - 57%



JUGO JUICE 10K

MALE - 40%



FEMALE - 60%





ASTRAZENECA 5K WALK & RUN

MALE - 46%



FEMALE - 54%



SCOTIABANK KIDS MARATHON

MALE - 48%



FEMALE - 52%





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**BE SURE TO JOIN US FOR THE
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www.calgarymarathon.com