



FOR IMMEDIATE RELEASE

The Toronto Women's Run Series presented by GoodLife Fitness for Women, the country's largest women's running series today announced 2XU as the title sponsor of the race series.

The multi year deal will take effect immediately and will position 2XU as the title sponsor of the Half Marathon/5k event in May, the 10k/5k event in August, and the 8k/5k in October.

More than 4,500 women will participate and have the opportunity to proudly wear 2XU fitness, run and compression apparel at all the races.

Commenting on the new partnership, Cory Freedman, Race Director and Founder of Toronto Women's Run Series said, "As we head into our eighth season, we are thrilled to have the support and engagement of such an outstanding brand as 2XU. 2XU has seen and knows the importance of the women's running landscape and for us to be able to create this partnership and have 2XU as our title sponsor is very exciting."

When asked, Nikki Beal, 2XU Managing Director said – "We are ecstatic to be working with Toronto Women's Run Series as their title sponsor. Our brand recognizes that women are an integral part of every day family life and would like this to be a stepping stone for 2XU to promote a healthy lifestyle for all."

This agreement between 2XU and the Toronto Women's Run Series will include providing high performance athletic gear to help runners perform stronger and recover smarter. 2XU has built its reputation on using technology to multiply the performance of athletes and taking them beyond what they thought possible. With a relentless commitment to engineering world-class garments from fabrics delivering tangible benefits to the wearer, 2XU sets the benchmark in high performance sports apparel. Ongoing testing, research and consultation with professional sporting bodies and athletes are integral to the brand's winning formula.

About 2XU – (Two Times You)

Founded and based in Melbourne, Australia with the Canadian Head Office located in Toronto; our philosophy is to create products that will advance human performance. 2XU employs fabric and construction technology to take you beyond

what you previously thought possible. Worn by multiple world champions and endorsed by sports institutions the world over, 2XU understands what is needed to be the best and is fast becoming the most technical performance sports brand on the planet. Developed by athletes for athletes.

Learn more at www.2xu.com

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About the Toronto Women's Run Series

Founded and based in Toronto, the series was launched in 2009. The Toronto Women's Run Series was created by women, for women, and is committed to producing races that inspire, encourage and support female runners and walkers. The races are based on the premise that any woman, regardless of experience or ability, can set the pace and participate in an event where a woman will be first across the finish line. We want to give women the opportunity to be fit and active in a fun, supportive and friendly environment.

Learn more at <http://www.towomensruns.com>

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