

For Immediate Release



GoodLife Fitness Sets the Pace **Signs on as new and growing sponsor with Toronto Women's Run Series**

(May 10, 2012)- Toronto, ON) -- The Toronto Women's Run Series, the country's original multi-distance race series exclusively for women, warmly welcomes GoodLife Fitness as a race sponsor and enthusiastic womens' running supporter.

The new deal will see GoodLife Fitness activate their associate sponsorship at the 2012 Toronto Women's Half Marathon/5k event taking place on May 27th at Sunnybrook Park. The company will continue its associate sponsorship at the August 25th 5K/10K event and then increase its support, becoming the presenting sponsor for the season's final 5K/8K event in October.

"We are very happy to have GoodLife Fitness join the many other supportive companies and individuals who envision a positive future for women's running in Canada. It is a vote of confidence for our series to have GoodLife Fitness come aboard and an opportunity for us to create a relationship that benefits their brand and ours in the future," says Cory Freedman, founder and Race Director. "Ongoing sponsor support of our race series means we continue to enhance the race experience for our participants and we could not be happier to have GoodLife Fitness join us this year."

"GoodLife's vision is to give every Canadian the opportunity to live a fit and healthy good life, so we're very excited to partner with an excellent event that shares this vision," says Jane Riddell, GoodLife Fitness COO and avid runner. "Cory has built an excellent fitness and empowerment event for women in the GTA and shares our passion for motivating women of all ages and abilities to stay active," adds Riddell. "GoodLife is thrilled to have the opportunity to join this unique and popular series and we look forward to supporting all the amazing women who will 'set their own pace' in 2012 through this running series.."

The Toronto Women's Run's continues to grow in participation from one race to the next. This year, more than 5,000 elite and recreational runners and walkers are expected to participate in the race series which includes

distances from 5K to 21K. All the races will be held at the picturesque Sunnybrook Park and feature unique race day benefits and a supportive, fun atmosphere.

“Registration is now open and as usual, we do expect to sell-out all of our races this season, so act quickly if you want to secure your spot at the start line,” says Cory.

For further information about the Toronto Women’s Run Series or to find out how to get involved as a sponsor, partner or volunteer, go to www.towomensruns.com.

For further information:

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