

For Immediate Release



Mizuno inks new multi-year sponsorship with Toronto Women's Run Series

(October 4, 2010 - Toronto, ON) -- The Toronto Women's Run Series, the country's only multi-distance race series where women exclusively set the pace, today announced Mizuno Canada has agreed to a three-year sponsorship commitment that stretches across all race events.

The new deal will take effect starting in January 2011 and will position Mizuno as a major sponsor of the Half Marathon and 5K event in May, the 5K and 10K event in August, and series' newest event, the 5 Miler and 5K in October. More than 4,500 women will participate and have the opportunity to proudly wear Mizuno footwear and apparel at all the races.

"We could not be happier to have the continued support of Mizuno Canada," says Cory Freedman, founder and race director. "From day one when this race series was just getting off the ground, Mizuno believed in the importance of women's running and of an event that was specially designed to give them an unforgettable experience. They have been unwavering in their support of this event and every woman who participates."

"We are excited to extend our sponsorship and continue to support this unique and first-class event," says Barb Mitchell, Manager of Advertising and Marketing Services, Mizuno Canada. "It is an amazing partnership for us as we share Cory's passion for the sport and her focus on ensuring that the women who participate have the very best day and make the very best memories they can through challenging themselves to set their own best pace."

For Mizuno, sponsorship goes beyond simply handing over a cheque. This year, in addition to providing racing apparel and prizes, and promoting the event at a range of other sport and running expos through the year, Mizuno will be adding to their participation by setting up a water station at the Half Marathon event. "The Mizuno staff has great enthusiasm for everything they do so we are thrilled they have chosen to be on course, supporting and cheering on our runners", says Freedman. "We are hopeful the leadership Mizuno is exhibiting by getting further involved will inspire other corporations to join in the fun and connect with this very important demographic – active, focused, fun-filled women who set the pace throughout all aspects of their lives."

"We take the term Kaizen – Japanese for continuous improvement – very seriously so look forward to working with Cory and her team for many years to come as we believe it is the best run series available to women today," says Mitchell.

The Half Marathon event attracts some of Canada's fastest women. Mizuno sponsored Suzanne Zelazo raced side by side her twin sister, Seana Zelazo-Carmean and edged her out as they finished one-two at the 2010 event. It was the first time the sisters had raced together in over 15 years.

Registration for the 2011 Half Marathon and 5K event is now open and filling quickly. 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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