

Who is leading the pack in race participation in Halifax?



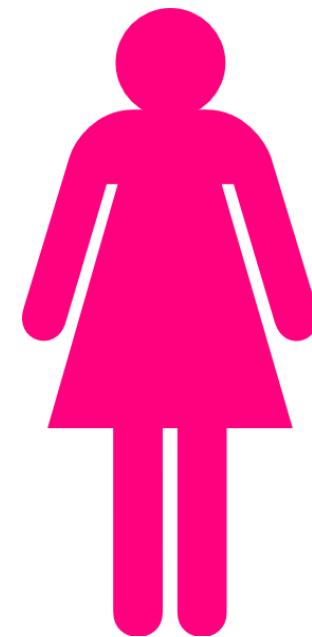
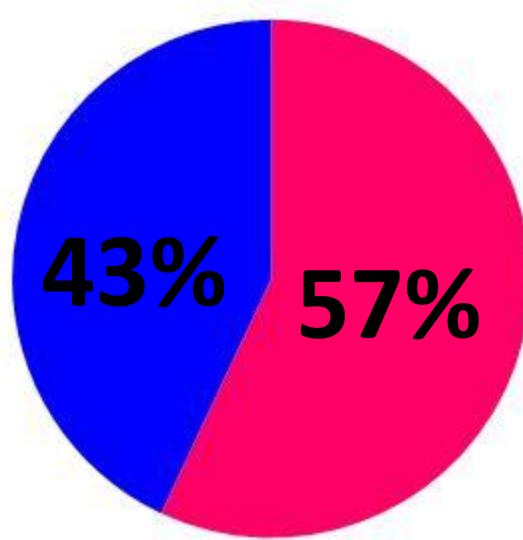
runHERS

Sole Sisters Women's Race

Race Participation in USA/Canada



7.3 million
finishers



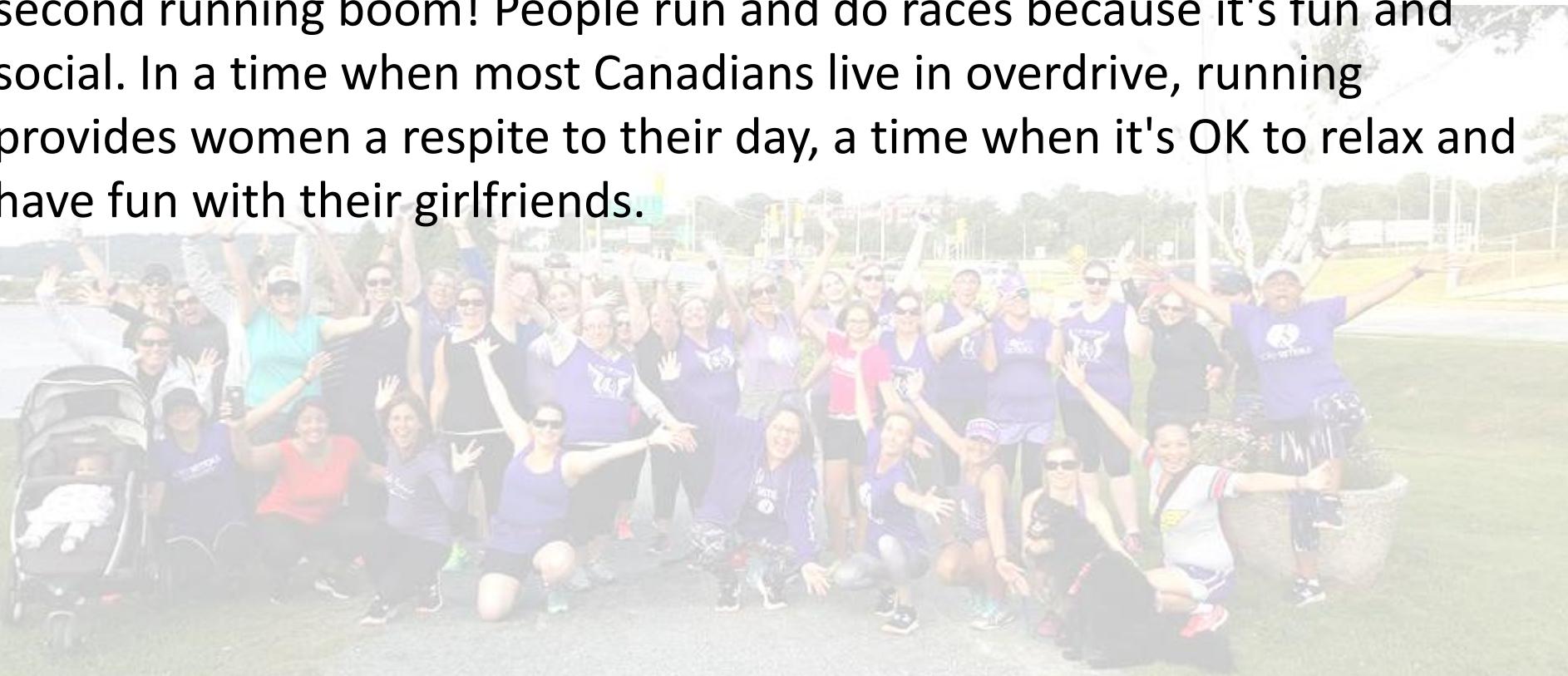
9.7 million
finishers

(coincidentally the percentages also represent the breakdown for
2018 Run Nova Scotia membership)

Why Women's Running Matters.

Running has always been a way to ward off **stress, lose weight** and **get fit**, but now more than ever Canadians-- and women in particular -- are hitting the roads for their health.

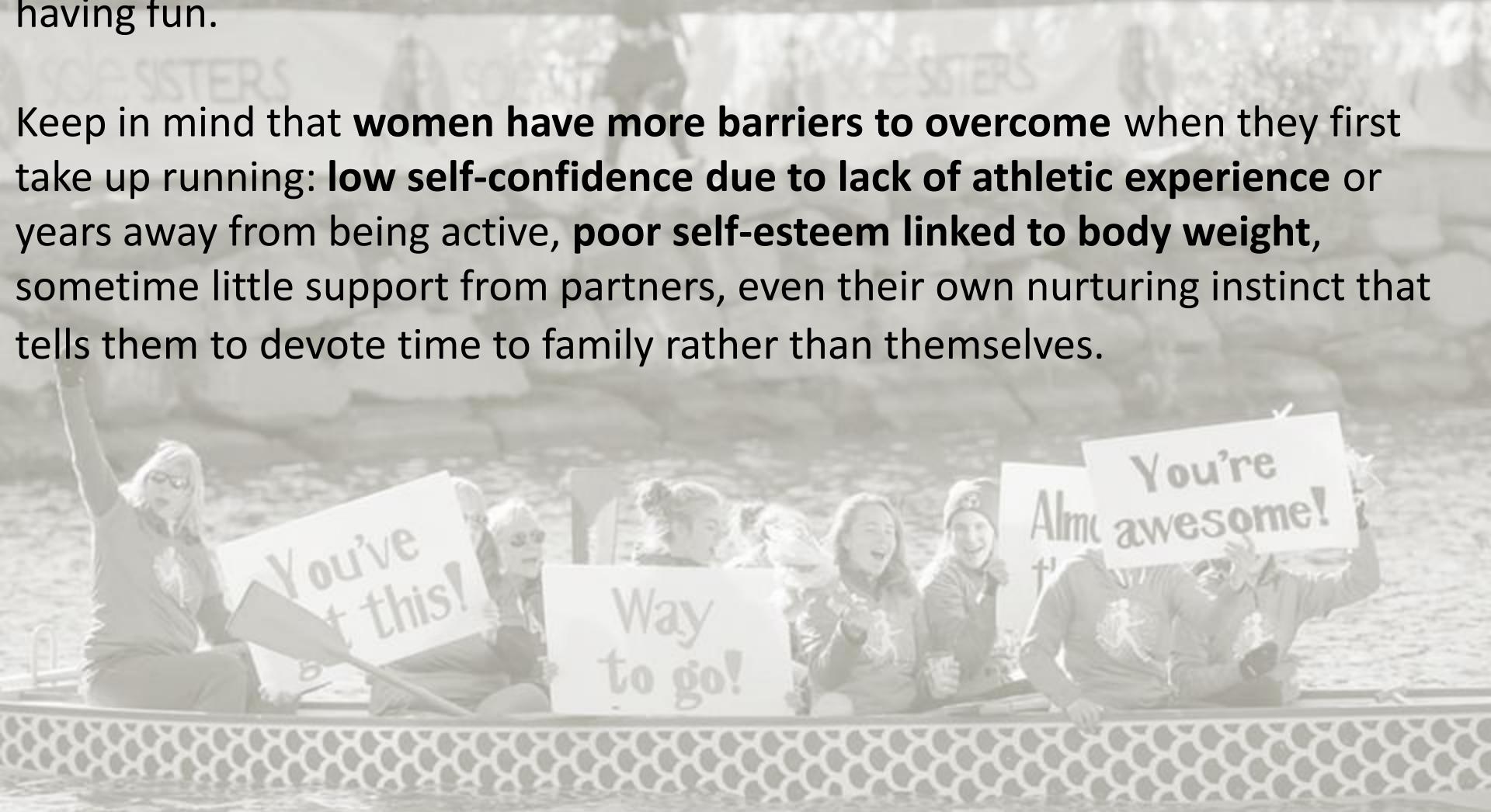
But good **mental & physical** health isn't enough to be driving running's second running boom! People run and do races because it's fun and social. In a time when most Canadians live in overdrive, running provides women a respite to their day, a time when it's OK to relax and have fun with their girlfriends.



Why a women's only race matters.

The draw for most women is a non-intimidating and welcoming environment where they can walk or run with their girlfriends as well as reach a goal -- while having fun.

Keep in mind that **women have more barriers to overcome** when they first take up running: **low self-confidence due to lack of athletic experience** or years away from being active, **poor self-esteem linked to body weight**, sometime little support from partners, even their own nurturing instinct that tells them to devote time to family rather than themselves.



20,000

Over 20,000 women have come to Dartmouth, Nova Scotia to run or walk a Sole Sisters Race since 2012!

The Blue Nose Marathon weekend is the only race in Eastern Canada with more female participants.

Read that again.

OUR STORY

There's nothing in this world quite like Sole Sisters.

Sole Sisters Women's Race Series is a pioneer in women's racing in Eastern Canada. We were the first women's only 5K in the Maritimes, and today we remain the largest women's only 5K in Canada... but that's not all, we're also the only women's half marathon in Eastern Canada.

Each year, thousands of women run in solidarity; as a community, as friends, as strangers, as Sole Sisters. 8 years after it's inception, our events have become a tradition – a time for women to celebrate with friends, run for someone who can't, achieve a goal, and take time to recognize how truly brilliant they are.

Listed as one of Canadian Running Magazine's Bucket List Races, Sole Sisters takes place in Dartmouth, Nova Scotia, and welcomes runners and walkers from all over Canada, the world. Unlike your traditional race, Sole Sisters is joined by women of all ages, shapes, sizes and abilities, in fact – one year over 24 race participants were 70 years of age and older. Our events are truly unique, bringing together music, chocolate, hug stations, tutu's and more!

Sole Sisters includes:

- Hug Stations
- Chocolate
- Cheer Crews
- Hill Helpers
- Firefighters
- Workshops
- Shopping specials
- And so much more!

"A BUCKET LIST RACE"
CANADIAN RUNNING MAGAZINE





WE CREATE THE
EXPERIENCE
THEY CREATE THE
MEMORIES

We've got the numbers: Over 20,000 women have taken part in the race since it launched in 2012!



Global Impact: Women join Sole Sisters from all over the world, including the United States, Australia and China!

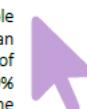


How old are our Sole Sisters?

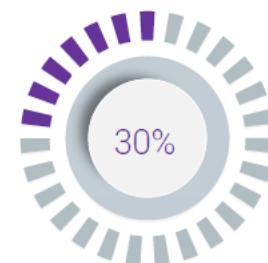
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|-------|-----|
| 0-19 | 4% |
| 20-29 | 8% |
| 30-39 | 29% |
| 40-49 | 36% |
| 50-59 | 18% |
| 60-69 | 4% |
| 70+ | 1% |



Engaged Audience: Sole Sisters emailing list exceeds 10,000 recipients, with a 52.8% open rate, compared to the industry standard of 25.4%



Click Click: Sole Sisters click on an average of 5.1% of links, which is 59% higher than the industry average!



Engaged Community:
250 volunteers help make Sole Sisters happen!



Regional Impact: Sole Sisters adds \$1.5M to the regions GDP annually



Inclusive Experience: We are newbie friendly with 30% of the race participants doing their first race ever.

Sole Sisters Women's Race Weekend

June 1 & 2, 2019

Individual Races from 5K to 21K

TUTU CHALLENGE

2 Races, 3 Medals & Tutu!



SOLE SISTERS 5K

Sole Sisters 5K is not timed; because we believe in Finish Lines Not Finish Times. This event truly embraces the idea of a “fun” run and it allows many women that have never considered themselves runners or walkers the opportunity to participate in a non-threatening and very festive environment.



LITTLE MISS SOLE SISTERS

Little Miss Sole Sisters is an untimed all-girl race that offers distances from 100 meters to 4K for toddler girls to young adults and is the only all-girls race in Nova Scotia.



SOLE SISTERS QUARTER & HALF

Since 2016, the Sole Sisters 5K, Quarter (10.5K) & Half Marathon (21K) has been the first and only women's 5K, Quarter and Half Marathon in Eastern Canada, with chip timing (optional) on an Athletics Canada certified course.

Sole Sisters three year plan includes keeping the races to a 2-day weekend . And most significantly continue to build a community that invites women to be active through free fitness classes and free training events throughout the year. While Sole Sisters only held one race event we continued to offer our free walk/run weekly meetings called SOCIALS. With more than 25 FREE Training events in 2018, we know that women crave community and we will continue to offer it.

The 8th Annual Sole Sisters Women's Race Weekend

June 1-2, 2019 will be the first year that we've compressed our two events (June and October) into a weekend and it standardizes our date to always be the first Saturday and Sunday in June.

The 9th Annual Sole Sisters Women's Race Weekend

June 6-7, 2020 will continue to utilizing the same courses that we've had since October 2017. However, the start, staging and finish area will move to Sullivan's Pond for the Saturday night 5K and will run in the reverse direction which is easier for beginners, allows us to utilize the Trans Canada Trail at the start of the race when we are the most congested and gives us the beautiful Sullivan's Pond area for congregating.

The 10th Annual Sole Sisters Women's Race Weekend

June 5-6, 2021

Significant anniversary's drive registration numbers up and we will be focusing on our 10th race anniversary!





I DON'T CHASE BOYS, I PASS THEM.

"GIRLS GONE GAZELLE CONTINUES TO BE THE BEST PROGRAM/EXPERIENCE MY DAUGHTER HAS HAD THE PRIVILEGE TO BE INVOLVED WITH. I AM SO GRATEFUL TO YOU AND YOUR COACHES FOR BEING SUCH AMAZING ROLE MODELS AND FOR FOSTERING A COMMUNITY OF CONFIDENCE AND WELL BEING WITH THE GIRLS. YOU ARE MAKING THIS A BETTER PLACE."

Sole Sisters is invested in our local community, we're the financial driver for Girls Gone Gazelle Run Club ("GGG") which is a FREE club for girls 8-13 years old. GGG trains girls for a 3-5K running race and offers weekly guest speakers that discuss their non-traditional careers with the Gazelles. Before society has a chance to tell the girls what they can and can't do, we tell them they can do anything if they prepare for it and work hard. Even if the girls don't stick with running we know that their confidence is boosted by the program.

While Sole Sisters Women's 5K began as a way to fund Girls Gone Gazelle Run Club it has done a very similar job of empowering its 20,000+ participants which represent every age group from pre-teen to octogenarian. Sole Sisters have also learned that they too can be fit, active, healthy and confident regardless of when they start exercising. Every woman can be a Sole Sister.



Sole Sisters continues to be Canada's largest women's only 5K.

Let's celebrate this amazing achievement that takes place in Dartmouth
beating Vancouver, Calgary, Toronto, Montreal and others!

