

Virtual Marathon Discussion Meeting

May 14, 2020 | 3:30 pm Online

In Attendance

Jennifer Shand, Gerilyn Crowell, Talent Wilson, Amanda Nippard, Joel d'Entremont, Chris Frotten, Suzy Atwood, Misty James

Virtual Race Design

It was agreed that a virtual race should be held with the same look and feel of the NS Marathon but not to take away from next year's 50th. It was thought to use the concept of 49 ½ annual race with distances measured at X km and a half. It will be up to participants to select their distance. Suzy developed a logo: Seas the Day to use with this event. The virtual race will be held the same weekend that was to have hosted the Marathon – July 25-26th, 2020.

Participants

The race will be open to everyone and promoted to those who usually take part in the Marathon.

Budget

Since there is very little budget for this event, it was thought to use it as a fundraiser for local breakfast programs. Registration fees will be set at \$10 with Race Roster keeping \$1.90 for their admin. Printable bibs and medals will be sent to runners. Suzy is creating the mock-ups of those and we will email them out as people register.

Promotion

Once the refunds for the Marathon are resolved this week, we will begin promotion of the virtual race. Joel has created the event in Race Roster for review and it will be made public this week.

<https://raceroster.com/events/2020/32074/seas-the-day-virtual-race>

We will post on the Facebook page as well as share through other social media. We will also send an email to all those who had registered for the marathon.

Leading up to the event, we will encourage community residents to decorate their lawn with flags and cheering messages. We will also ask local businesses to support the race with naming a special after the race, adding messaging to their signs or advertising, etc.

Race Weekend

During Race weekend we will monitor social media and share stories and images from the participants. We will also collect video and pictures from along the marathon race route to share: so an image along with the "You are at the 15k mark" so that those who have participated have some nostalgia and also promotes the area.

We will encourage runners to wear their race shirts from previous years and share images through social media with hashtag #SeasTheDay

People may post their distances and times to social media as well and show off their virtual medals.

We will also collect images and well wishes from the community of their lawn displays, signs or just comments.

Next Meeting

TBD. If you wish we can get back together a few weeks before the race to go over any other promotion you wish to do as well as determine how to distribute the fundraised amounts after.