



Scotiabank Toronto Waterfront Marathon  
264 The Esplanade / Toronto, ON M5A 4J6  
416.944.2765 / STWM.ca

## Scotiabank Toronto Waterfront Marathon reveals its 2018 Finishers' medals

**TTC streetcar crossing iconic Riverside Bridge highlight Toronto's commitment to transit and its vibrant neighbourhoods**

TORONTO. May 18th. More than 100 Toronto runners accompanied Canadian Olympian Reid Coolsaet, Rachel Hannah of Team New Balance, and the RunTOBeer run crew on a "mystery run" last night. Starting from the Saulter Street Brewery and Eastbound Brewing the group ran to the Riverside Bridge where this year's Scotiabank Toronto Waterfront Marathon, Half-Marathon & 5K finisher medals were revealed. On Sunday, October 21st, some 25,000 runners from more than 70 countries around the world will take home one of these medals as a much-cherished souvenir of their Toronto running experience.

This will be the 11th year of the much-coveted "Landmark Series" that has featured such prominent Toronto icons as the Princes' Gates, The ROM, Honest Ed's and the Gooderham Flatiron Building in St. Lawrence Market area.

This year's medals feature a TTC streetcar (CLRV model) crossing the Riverside Bridge - the gateway to that neighbourhood on Queen Street, spanning the Don. Like the previous versions, the medal was designed by photographer/artist, Inge Johnson from the Canada Running Series team, the organizers of this IAAF Gold Label event.

"We think this year is perhaps our very best medal so far," said Race Director Alan Brookes. "Both from an artistic point of view, and for its broader significance. Our mission at CRS is 'Building Community Through Running' – using running as a platform to build a healthier, happier, more sustainable, better city, and showcase our amazing city to the world. Streetcars and transit are massively important to Toronto, to making it a more liveable city, a city for people. And the message on the bridge says it all – 'This river I step in is not the river I stand in.' Like our dynamic city at large, our event, and Riverside are changing fast, as we build one of the best cities and best marathons in the world, together."

Athletes Reid Coolsaet and Rachel Hannah unveiled the medals to a jubilant crowd, and Race Director Brookes presented mounted versions to TTC Chair, Josh Colle, and to Councillor Paula Fletcher, Ward 30, and Dave Watson and Jennifer Lay from the Riverside BIA. Councillor Mary Fragedakis, who leads the GreekTown on the Danforth Marathon Flame Opening Ceremony for Race Weekend, held at nearby Alexander the Great Parkette, was also in attendance.

Now the training begins!

For more information, and to register for the Scotiabank Toronto Waterfront Marathon, Half-Marathon or 5K visit [www.STWM.ca](http://www.STWM.ca)

Media contact: Alan Brookes, 416-464-7437, [alan@canadarunningseries.com](mailto:alan@canadarunningseries.com) or Charlotte Brookes, [charlotte@canadarunningseries.com](mailto:charlotte@canadarunningseries.com)

### **About the Scotiabank Toronto Waterfront Marathon:**

One of only 5 IAAF Gold Label marathons in all of The Americas, the Scotiabank Toronto Waterfront Marathon is Canada's premier, big-city running event, the Athletics Canada National Marathon Championships, and the Grand Finale of the 8-race Canada Running Series. In 2017 it attracted 26,000 participants from 74 countries, raised \$3.24 million for 182 charities through the Scotiabank Charity Challenge, and contributed an estimated \$35 million to the local economy. The livestream broadcast was watched by more than 160,000 viewers from 142 countries. [www.STWM.ca](http://www.STWM.ca)

### **About Riverside BIA:**

The Riverside BIA, one of Canada's first Business Improvement Areas, is home to the iconic Riverside Bridge, two new breweries, Toronto's first cidery, The Broadview Hotel, The Opera House, and the world-famous De Grassi Street. Located on Toronto's Queen Street East from the DVP to Empire Ave, the Riverside BIA is known for its award-winning eateries and shops, heritage buildings, community-building initiatives, and vibrant public art - all just steps from Toronto's downtown core.

#### **For more information contact:**

Jennifer Lay, Riverside BIA Executive Director, [office@riverside-to.com](mailto:office@riverside-to.com), 416-466-8167  
[riverside-to.com](http://riverside-to.com), Facebook: [@RiversideTO](https://www.facebook.com/RiversideTO), Twitter: [@RiversideBIA](https://twitter.com/RiversideBIA), Instagram: [@Riverside\\_BIA](https://www.instagram.com/Riverside_BIA)

### **About New Balance**

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. Manufactured in the U.S. for over 75 years and representing a limited portion of our U.S. sales, New Balance Made U.S. is a premium collection that contains a domestic value of 70% or greater. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 7,000 associates around the globe, and in 2016 reported worldwide sales of \$3.8 billion. To learn more about New Balance, please visit [www.newbalance.com](http://www.newbalance.com) and for the latest press information please visit <http://newbalance.newsmarket.com>.

#### **For more information contact:**

Jess Copeland, 647-308-7679, [Jessica.Copeland@newbalance.com](mailto:Jessica.Copeland@newbalance.com)