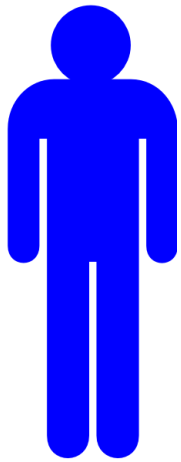


Sole Sisters Women's Races

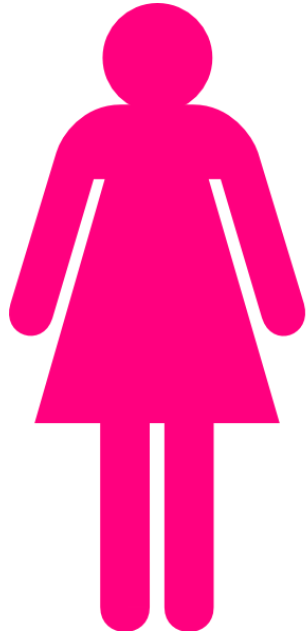
Girls Just Wanna Have *Run*



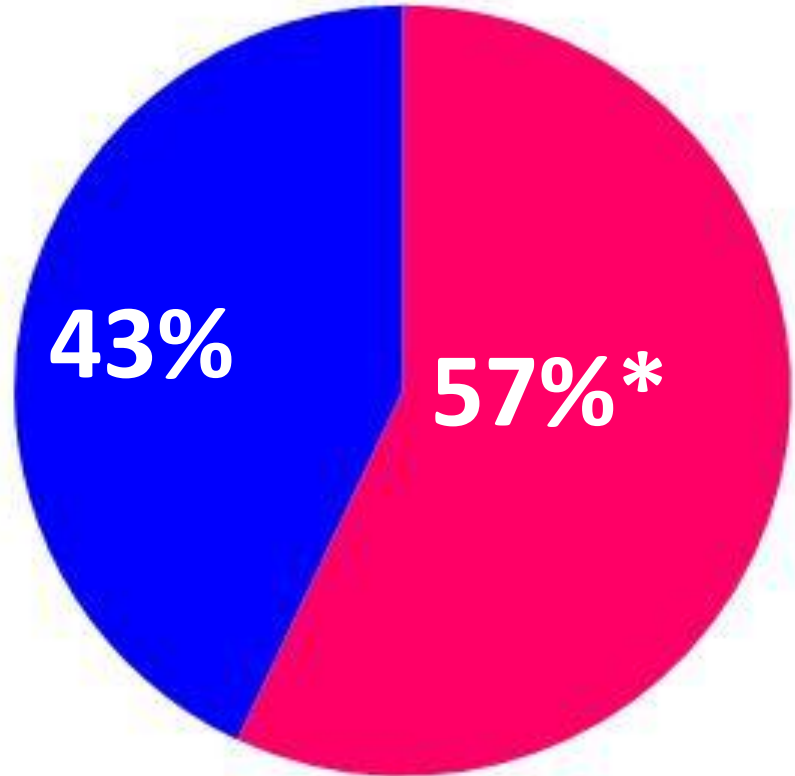
Race Participation Numbers in North America



7.3 million
finishers

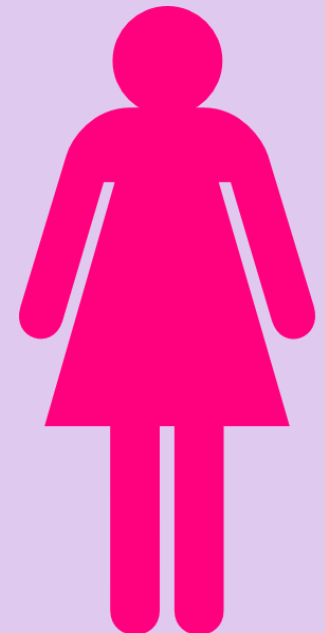
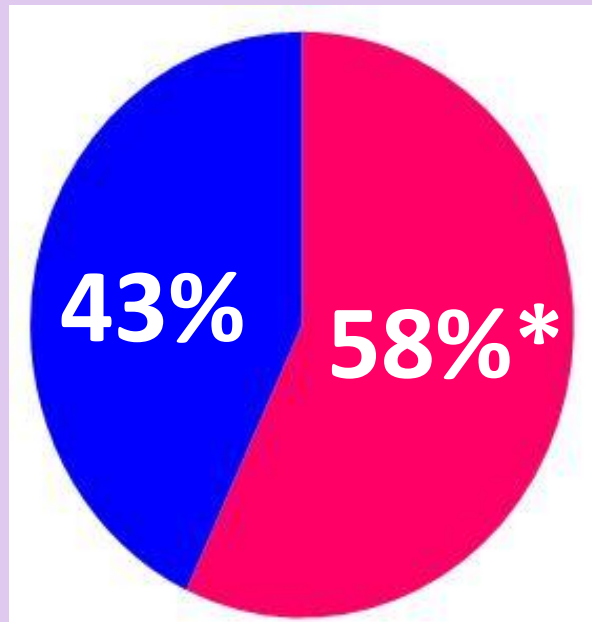
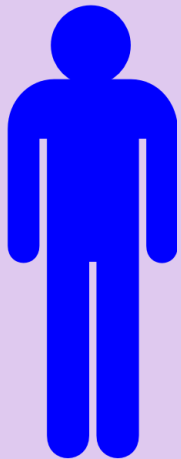


9.7 million
finishers



Run Nova Scotia is a not-for-profit organization, a division of Athletics Nova Scotia, operated entirely by volunteers. RNS oversees approximately 25 races annually across the province from Yarmouth to Cape Breton.

Their membership numbers track similarly to the national average of race participation with 57% female membership in 2018 and up to 58% in 2019. The average age for men and women is 47 and the total members 1,008.



Sole Sisters Women's Race – herstory.

Sole Sisters Women's 5K began in 2012 as a women's only 5K that embraced beginners to veterans, walkers to runners. There was simply nothing similar in the Maritimes.

If you wanted to find a women's only run/walk event in Canada, you had to go to Vancouver, Niagara Falls or Toronto. The event initially was held in Burnside Industrial Park but moved to its current location around Lake Banook, Dartmouth in 2017.

2020 marks the ninth year of our races and in that time 22,000+/- women and girls have completed one of the Sole Sisters Races (fourteen races held under the Sole Sisters Race banner).

****Sole Sisters remains Canada's largest women's only 5K.****

Why a women's only race?

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.



We've got the numbers: Over **22,000** 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?

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!



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



Engaged Community: **350** volunteers help make Sole Sisters happen!



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



Sole Sisters 2020 Races

- Little Miss Sole Sisters Races 1 & 2K
- Sole Sisters Women's Mile ***NEW***
- Sole Sisters Women's 5K – **chip timed *NEW for the Night event***

On Saturday, June 6, 2020 Sole Sisters Women's Races will begin with un-timed youth races on the paved trail starting and finishing at Graham's Grove. We will then introduce our first ever mile race on the road (utilizing a portion of our popular 5K route) followed by the 5K.



1. The **one mile race distance** is not only gaining popularity across North America (and we have the Mac Pass Mile here in Halifax) it has the potential to appeal to an absolute **beginner** and a **veteran** looking for a new Personal Best. Both the 5K and 1-mile course are certified by Athletics Canada so they are record eligible.
2. A significant change to our event (in addition to adding the mile distance) is that we are offering **chip timing for the 5K**. We have done that as a part of our longer distance days (when we have also offered a Quarter & Half Marathon) but never for the stand-alone 5K on Saturday night.
3. Our focus remains **“FINISH LINES NOT FINISH TIMES”** and we always want to celebrate the achievement of covering the race distance. However, to be included on the Run Nova Scotia Race Series we must include timing. So to appeal to the serious runner and the beginner we created optional timing. If a girl or woman wants to be listed as an OFFICIAL **FINISHER** instead of having a time then we offer that as well.
4. And for the girl/woman that really cares about her time, we have an additional feature. Within the 5K race we will have two finish times; the first mile and the overall 5K. Our innovations continue, because just as optional timing is a new concept, a **race within a race** has never been offered in the Maritimes.

2021

**10 years of Sole Sisters
Women's Races**

Since 2021 will be Sole Sisters 10th anniversary there will be a huge push to celebrate that achievement and all marketing will celebrate the 10th year. Anniversaries generate excitement and race numbers always go up. We will begin a marketing campaign at this year's race to generate excitement for our anniversary. All women and girls that were with us for our first race will be encouraged to join our FALL SOCIALS. We will share stories about those women and how far they have come (first race to an ultra for example).

Logistically, our two year plan is to add the one mile race in 2020 and then potentially have it **and** the 5K be a part of a Tutu Challenge in 2021 that be two races for three medals.

Finally, we are also exploring the option of bringing Sole Sisters Women's Race to the Halifax Commons in 2021 for that 10th Anniversary with the events described above.

Sole Sisters Women's Race is so much more than just a race.

We are a community and the way we continue to build that community is through educational and social events throughout the Maritimes. These events invite women (and sometimes men) to be active through free fitness classes, training events, workshops and parties throughout the year.

Our training SOCIALS occur in the SPRING and FALL. These SOCIALS take place in three Provinces (Prince Edward Island, Nova Scotia and New Brunswick). With more than 30 FREE events in 2019, we know that women crave community and we will continue to offer it in 2020. This looks like:

Ambassadors in three provinces: NS, NB, PEI

Socials – spring and fall in three provinces

Smart socials – spring sessions also include workshops

Race Day Workshops – educational opportunities

Supporter parties – events in spring and fall that don't involve working out

International Women's Day Event - TBD



"I don't chase boys, I pass them!"

Sole Sisters Women's Race funds **Girls Gone Gazelle Run Club**. This free confidence club with the motto, "I don't chase boys! I pass them!" has historically trained in Halifax and Dartmouth.

In 2020 Girls Gone Gazelle Run Club will be training in Dartmouth and Cape Breton! This club is offered FREE of charge to any girl 9-13 that would like to attend and includes coaching, team uniforms, race fees, track rental, and more, all at no cost to the participants.

**Welcome to
the Girls
Gone Gazelle
team!**

**Coach Dayna
Head Coach
Cape Breton**

WWW.GIRLSGONEGAZELLE.COM



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

Thank you Stacy for creating and organizing this amazing girl's/women's run. It is fun and accessible.

It is women at their best. It is what got my daughter Katherine interested in running at 10 years old and, even though she races in many other running events now, at 13 years old, this remains her favorite.

She is the epitome of "I don't chase boys, I pass them." Thank you for all that you do and the inspiration that you are.

Corinna Kincaid-Lowe