JOIN CANADA’S LARGEST VIRTUAL START LINE

Virtual Community Fun for Everyone.

VANCOUVER SUN RUN
APRIL 18-30, 2021

VIRTUAL RACE INFORMATION
APRIL 18-30, 2021

See inside for important race day information and SPECIAL OFFERS!

#VirtualSunRun
JOIN THE 2021 VANCOUVER SUN RUN VIRTUAL RACE

Vancouver is proud to enhance the community spirit through the Sun Run!

109 YEARS AS VANCOUVER’S TRUSTED VOICE

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FROM START TO FINISH

CONGRATULATIONS!

We are pleased to celebrate the 37th year of the Vancouver Sun Run.

Since 1985 more than one million registrants have signed up for this iconic race.

We were unable to share Canada’s largest start line together in 2020 because of the pandemic, but return this year in a virtual format that offers runners of all skill levels a unique experience.

Participants of all ages have enjoyed running this race over the years and we look forward to many more to come. It is so inspiring to see the joy on faces when someone beats a personal best or simply crosses the finish line with a smile.

This year we will share these achievements with each other virtually. The format allows us to expand our reach to welcome runners new and experienced from Metro Vancouver and throughout B.C.

The Vancouver Sun Run has always promoted health, fitness and community spirit – for walkers and runners. We look forward to sharing this special edition of the Sun Run with you as together we aim to set a record as Canada’s largest virtual 10K. An incredible achievement.

From Sunday, April 18 to Friday April 30, run your route from start to finish, let’s make this year’s run one for the ages.

On behalf of the organizers, steering committee and all of us here at the Vancouver Sun, we would like to thank you – the participants, volunteers, sponsors and virtual cheering squads -- for your overwhelming support over the past 37 years.

Thank you for helping us get to the finish line.

Harold Munro
Editor-in-Chief, The Vancouver Sun and Vancouver Province
Running your own Virtual Sun Run in 2021 will make it that much easier to run the Vancouver Sun Run in person in April 2022!

Everyone is a first place finisher!

Vancouver Sun Run Finisher Medal for all 10K participants.

Run on your own time, you don’t need to get up at 6am on Race Day! There will be no crowds with your own start and finish line.

It's important to support your favourite charities and Vancouver Sun Run has 6 charities that you can support on Race Day!

The Virtual Vancouver Sun Run will allow you to change your focus from what we currently can’t do to what we can do! Get outside and enjoy the training.

Running, walking and weekly exercise can boost your immune system and fresh air is awesome!

Weather won't be a factor on Race Day as you have a 12 day period to complete your own personal 10K.

You can run/race against your friends all over the country!

You don’t need to be a runner to participate, but setting a goal of the Virtual Vancouver Sun Run is a great start to a healthy lifestyle.
WHAT IS A VIRTUAL RACE?

For the health and safety of our participants, volunteers and community, the 2021 Vancouver Sun Run is a virtual event. This means that there’s no Sunday Start Line. You can run or walk the race wherever you are between April 18-30, 2021.

WHEN IS THE 2021 VIRTUAL RACE?

The virtual race will kick-off on the originally planned date of April 18, 2021 and will continue through April 30, 2021.

WHAT ARE THE BENEFITS OF THE VIRTUAL RACE?

A virtual race ensures that you can stay active and part of the community, while still allowing you to stay safe and social distance. You will be able to share your race results and photos with the community and will also receive exclusive 2021 Vancouver Sun Run swag! For a few reasons on why you should try a virtual run, see previous pages 4 & 5.

DO I HAVE TO REGISTER AND WHERE?

YES! Virtual participants must register or they will not receive their swag or be able to upload results. Registration for the Individual 10K and Shaw Mini Sun Run is open until Tuesday, April 13th at www.vancouversunrun.com

The Youth Team Challenge and the Shaw Team Division categories are now closed but certainly something to consider registering for next year! It’s a great category to register with coworkers, staff, friends and family.

INDIVIDUAL 10K

Returning or new solo participants who can run or walk the 10K.

SHAW MINI SUN RUN 2.5K

This category is perfect for those who are looking to run or walk a shorter course. Most participants are families introducing the fun art of running and walking a race.

WALK WITH PACIFIC BLUE CROSS 10K

Participants are encouraged to do 10K THEIR WAY under this category. They can stroll, walk or speed walk the 10K route and even split the distance during race weeks. Do 1K per day or 5K over 2 days during April 18-30. For more details, see page 10.

SHAW TEAM DIVISION

Team Building, Camaraderie and Fun! Teams of 8+ join other companies, clubs and associations in promoting health and wellness among employees and friends. Prize giveaway courtesy of HelloFresh, Running Room and KalTire are awarded to teams.

YOUTH TEAM CHALLENGE

Teams of 8+ participate to boost their youth club or school’s team spirit, plus it encourages physical activity among the group! Plus CASH PRIZING is awarded to top categories such as largest Elementary School, Secondary School, Youth Club and even a random draw.
The Shaw Mini Sun Run 2.5K is a great alternative for those looking to do a shorter distance. Show your kids that fitness is fun by signing them up for one of Vancouver’s premier virtual family events. Our mission is to inspire a healthy, active lifestyle for people of all ages!

For 2.5K routes, check out some from our partners at Running Room: click here.
Health plans with access to virtual health care

Only our plans now include:

- 24/7, on-demand access to doctors and care managers
- Referrals to specialists and mental health professionals
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It’s how we bring health care home

Getting out there and running or walking in the fresh air is a great way to stay healthy and safe during the pandemic. Pacific Blue Cross, a longstanding sponsor of the Vancouver Sun Run volunteer program, is evolving its support to the recently refreshed ‘walking category’. Walk with Pacific Blue Cross encourages you to complete your own version of the race within your respective community*. As this year’s event takes place over the course of 12 days, we encourage you to do “10k your way”: Walk a kilometre every day for ten days… complete two 5k’s… whatever format works best for you!

Our goal is to encourage everyone to be physically active, no matter what your age or fitness level. Walking offers numerous health benefits to people of all ages and fitness levels, and easy to fit into your daily routine. So grab a pair of sturdy walking shoes and get going!

*Please follow Provincial or State health guidelines and practice social distancing when participating in your run or walk.
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RUNNING VIRTUALLY ADDS TO APPEAL OF JOINING A TEAM

One of the things that makes participating in the Sun Run special is the communal aspect. This seems to be especially true now, at a time of social distancing.

Sun Run team organizer Sharon Duffy was surprised to find that membership increased this year.

“We have some new people this year, six or seven who have never done the Sun Run,” says Duffy, a human resources coordinator at Nenqayni Wellness Centre in Williams Lake. She has organized a team in the community for the last decade.

“The numbers had been going down. In the past few years, we would maybe get eight people, and they would all be people who work with us.”

This year, her team has 17 members, ranging in age from mid-20s to early-70s, made up of Nenqayni Wellness staff and family members.

This year’s run, being virtual, is more accessible than ever — people can walk or run it all at once or in segments over the course of 12 days, April 18-30, wherever they are.

“It takes us five hours to get down to Vancouver, and that’s a bit of a challenge, having to get hotels and everything,” she says.

She says that more people have signed up because “they realize they need to be active,” she says.

“That’s the way we promoted it: Here’s something you can do, you can either walk or you can run, you can go at your own pace. People who were hesitating before might have thought they’d give it a try. And maybe they have more time on their hands.”

The communal aspect is why Shaw signed on last year to sponsor the Run’s Team Division. Before this, the company presented the Shaw Mini Sun Run for families and kids.

“The Team Division is one of the prominent ways that people get involved, even for the first time,” says Chethan Laksham, Shaw’s vice-president for external affairs.

“For us, it’s a chance to become a bigger proponent of the business community, and to reach out and be part of the Sun Run experience.”

Shaw’s own Vancouver Sun Run Virtual Race team is nearly 150 members strong.

The company will unveil more promotions in the coming weeks. In the meantime, they have created an official Sun Run Running Club on the running app Strava.

Duffy, too, is finding new ways to connect. “Normally, we would meet in town three times a week with our group, do our warm-up and go for the workout,” Duffy says.

This year, team members share through a Facebook group and email. By posting their times and pictures, teammates encourage others to do so as well.

Other incentives for participating, besides being part of a group, are the T-shirts and, for the first time, medallions that registrants will receive upon completion of the run. “People are pretty excited about both,” she says. (Team packages will be couriered to team captains on March 29 for the Youth Teams 10K, and April 5 for Shaw Team Division 10K teams.)

In an email message following a gathering by nine of the members for a photo, Duffy wrote: “Everyone was excited to talk about their progress so far and share tips with others. It was a good time for us to check in. We haven’t seen each other in the past few months except on Zoom.”

Shaw’s Laksham says that Sun Run organizers have “found a creative way to engage people, to make sure people are still excited about the Sun Run,” despite last year’s cancellation.

“This (the virtual run) is the second-best thing to the actual oneday Sun Run. The silver lining here is that everyone in the province can now participate in something that is so iconic in Vancouver. Springtime in Vancouver really starts when the Vancouver Sun Run gets underway.”
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DIXON DRAGONS GET READY, SET FOR THE BIG RACE

Participation has exploded among students during the pandemic

S H A W N C O N N E R
SPECIAL TO THE VANCOUVER SUN RUN

For the last four years, Rachel Maika has prepared students at Dixon Elementary School for the Sun Run. But 2020’s pandemic-forced cancellation, the run’s first in 35 years, and the virtual nature of this year’s event had the Richmond teacher worried that her students might be reluctant to sign on.

Such was not the case, however.

“Everybody jumped on it,” she says. “My team’s bigger than ever.” The main team, the Dixon Dragons, includes 30-plus students from Grade 4-7, alumni, teachers and parents. But this year, Maika has also organized a younger group of 80 kids from kindergarten to Grade 4.

“With everything going on, I felt the need for everybody to get fit and healthy and get outside,” she says. “There’s so little for kids to do now with no school sports.”

The older group trains for the 10k run three times a week, Monday and Wednesday mornings at 7:30 a.m. and Saturdays at 9 a.m. The younger kids train for a shorter race two mornings a week.

Although the kids are back at school, they are still isolated due to pandemic precautions. “They’re hanging with the same people in their cohorts, and they don’t see each other at recess or at lunch,” Maika said. “With running, we are able to mix cohorts outside.”

The training also fills a void left by the absence of extracurricular activities such as dance and art classes. Although this year’s Sun Run takes place between April 18-30 instead of just one day, as in past years, Maika is arranging for the older kids to run on the first day. She has organized a course and recruited volunteers to set up a water station. Kids will receive their official Sun Run medal (new this year) and T-shirt at the finish line. Because there are so many of them, the younger ones will run on different days.

Maika’s love of the sport began 30 years ago, in high school. She received a track-and-field scholarship to the University of Alberta and then the University of Victoria.

“I ran all through university,” she says. “I also competed on some provincial teams and went to some big races. It’s just something that I really enjoy. We have a family of five kids and it’s something I’ve been able to do all through parenting and teaching full time.”

She estimates that she has completed 15 Sun Runs, including one in which she finished ninth. “That was the peak. And then I started to slow down.” It’s no longer a competition for her, she says.

“Now, running ‘is a huge mental break. I have a lot of passion just going for a run and being outside. And I get to pass that on to the kids I coach. It’s so great to see them happy, the little ones running and having fun and the older ones reaching their goals.”

Prior to Dixon Elementary, she coached at other schools. Running is a mental break for the kids too. “Their moods are better after they’ve had their exercise.”

She notes that Dixon Elementary “has really jumped on board as far as supporting the running over the last few years. I think with so many things taken away, with no assemblies, no special events, no sports day or anything like that, my school has become a big advocate of kids doing something outside that’s safe and fun and healthy. Hopefully, other schools can jump on board as well.”
WHAT SWAG DO I GET?

**Individual 10k:**
- Tech Shirt
- Commemorative Medal

**Shaw Mini Sun Run 2.5K:**
- Shaw Mini Sun Run Cotton Shirt for Youths
- Tech Shirt for Adults
- Finish Line Ribbon

**Teams 10K:**
- Youth Team Challenge - Tech Shirt with team name on the back
- Shaw Team Division – Tech Shirt with team name or logo on the back

WHERE DO I PICK UP MY PACKAGE?

**Individual 10K and Shaw Mini Sun Run 2.5K:**
Pick up your swag between April 6th – 18th (not open on Mondays) at your chosen Running Room location during registration. For a list of Running Room addresses, click here.

Alternatively, you can select to pay for a shipping cost on your registration. Shipping is $10 within Canada and $15 within the U.S. and only registration up until April 7th. All registrations between April 8-13 must be picked-up at a Running Room location. Please note that we are not able to ship outside of Canada or the U.S. at this time.

**Youth Team Challenge and Shaw Team Division:**
- **TeamMembers** - Please contact your **TeamCaptain** for your race package.
- **TeamCaptains** – Team shirts will be delivered from the shirt screen printer directly starting April 5th. It will be sent via Purolator Courier.
GET RACE READY WITH THE BEST IN RUNNING GEAR!

Shop great New Balance gear at your local Running Room or at RunningRoom.com

Shop the newest technology in apparel, footwear and accessories to help you achieve your goals.

OPTIONAL ROUTES TO RUN/WALK

Virtual means you can run anywhere between April 18-30, but if you’re looking for some recommended routes, click on your closest city below:

- Abbotsford
- Delta
- Kelowna
- Langley
- Nanaimo
- North Vancouver
- Port Coquitlam
- Vancouver – False Creek
- Vancouver – Stanley Park
- White Rock

For other distances and other routes, our friends at Running Room has compiled a library of routes all over Canada: [click here]

UPLOADING RESULTS

This year’s results are by honor-system. You can use an official running App like Strava or any stop watch to track your results. We’ll be emailing participants on how to upload their results but also post it on our website by Monday, April 12th. We’d also love to see all your finisher selfies and photos so please share and upload some when you submit your results, or make sure to tag us on our social media accounts with #VirtualSunRun.
Join us virtually on Friday, April 30 at 6PM PST for the Vancouver Sun Run Post-Race Celebration presented by Michelob ULTRA!

An exclusive RSVP will be sent to all registered participants after registration closes.

Performances by
Hey Ocean! • Jill Barber
Craig Northey • Old Soul Rebel

April 30th • 6PM

Enjoy responsibly. 21+ legal drinking age. 5% ABV. 10 calories per serving.
The primary goals of the Vancouver Sun Run are the promotion of health, fitness, and a sense of community. Although not designed as a charity event, the Vancouver Sun Run is proud to have donated more than $3.12 million in proceeds for important causes since 1985. In 2014 we launched an exciting Vancouver Sun Run Charity program, providing our registrants the opportunity to raise funds for local charities through our pledging program and registration site.

Our 2021 charitable partners are:

- BC Cancer Foundation
- BC Children’s Hospital Foundation
- BC SPCA
- Family Services of Greater Vancouver
- Greater Vancouver Food Bank
- Ronald McDonald House BC & Yukon

In addition to this year’s donations and/or pledge pages by our participants, Shaw Business will donate $50 per person on behalf of every runner in the 10 largest teams in the Shaw Team Division*. Each runner will select one of the official Vancouver Sun Run charity of their choice to receive the donation.

*The 10 largest teams in the Shaw Team Division (excluding the Shaw & Freedom Mobile Team) by number of runners as determined by the Vancouver Sun Run after registration closes on March 19, 2021.
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