

PRESS RELEASE

For immediate release

Je Cours Qc

Quebec City area running event series gets a fresh new makeover

Quebec City, March 29, 2017 – There’s a wind of change sweeping through the Quebec City area for the 2017 running season. When event management specialists Gestev and Groupe Boucher Sports took the helm of the Courir à Québec (Run Quebec City) events in 2015, they had big plans to spruce up the series. And today’s the big reveal of a fresh new image for the popular series of running events, rebranded *Je Cours Qc* (Run Qc). “Going forward, we hope runners will embrace *Je Cours Qc* as a hashtag and spread the word on social media as readily as they lace up their running shoes,” says Chantal Lachance, Vice-President of Marketing and Operations for Gestev. “With this vibrant new image and Gestev’s magic touch, we want to take the running buzz in Quebec City to a whole new level and encourage people here and everywhere to come run in this spectacular region of ours.”

Je Cours Qc is much more than the SSQ Quebec City Marathon. It’s more than a jam-packed calendar of five different events too (the Oasis Lévis Half-Marathon, Quebec City Coureur des Bois Trail, Quebec City Descente Royale, Quebec City Staircase Challenge and SSQ Quebec City Marathon). It’s all about making it fun to run, and making Quebec City a hotspot for running. “We wanted to make *Je Cours Qc* a real celebration of all things running in the region,” says Chantal Lachance. “Our aim is for everyone who takes part in our running events, not just the runners, but also the spectators cheering them on, to go home afterwards and say they can’t wait to do it all again next year.”

Joining forces with Lg2

Generating that kind of buzz and promoting these Quebec City area running events locally, nationwide and on the international stage is no mean feat. That’s why Gestev has teamed up with Lg2 to pool great strengths and craft a strong and engaging brand. Lg2, an integrated ad agency with offices in Quebec City, carefully crafted this new image for *Je Cours Qc* and the events on the 2017 calendar to showcase the diversity, fun and accessibility factors Gestev intends to highlight. “Every stop on the calendar has a geometric symbol to reflect the individual character and challenges of each event,” Lg2 explains. “The palette is a bold, playful one, and it doesn’t link specific colours to individual events. All the pieces slot together to form one unifying whole. That’s the spirit of the *Je Cours Qc* series.”

New campaign, new website

The new image will be showcased on the brand-new website www.jecoursqc.com created by iXmédia. It will also be extended to ad campaigns on billboards, bus shelters and social media, in specialized magazines and on various other platforms. And that’s not all: the *Je Cours Qc* brand will also make its mark on the t-shirts and medals participants take home from the events in the series. With all this in store, the outlook is bright for runners and spectators in Quebec City this summer with a running season that bears all the hallmarks of an event organized by Gestev.

Credits:

Advertiser – Gestev

Agency – Lg2

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Attachments: mockups for new image



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