



PRESS RELEASE

For immediate release

Registration opening for 2020 Je Cours Qc running events season

New dates for the SSQ Insurance Quebec City Marathon

Quebec City, November 13, 2019 – After the runaway success of the 2019 Je Cours Qc season that ended on a high note with the SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet, Quebec Running Events Corporation and event producer GesteV can't wait to hit the starting blocks for the 2020 running season. That's why, starting this Friday, November 15, super early birds can register online for any of the running events on the 2020 calendar at jecoursqc.com.

"We're thrilled to see the Je Cours Qc circuit growing in popularity, and we want to keep delivering a distinctive experience to participants," said Marianne Pelchat, Executive Event Producer and spokesperson for GesteV. "Registration is up not only for the marathon weekend, but also the four other exciting running events on the calendar. Most of our races have seen a dramatic increase in numbers, and many were sold out in advance!" When registration opens, participants will be able to sign up for any of the events on the 2020 Je Cours Qc calendar. Of course, to take advantage of the best possible rates, runners are encouraged to register as early as they can.

Listening to what participants have to say

If there's one thing GesteV always strives to do, it's to listen to what participants have to say in order to consistently improve their event experience. People said they wanted the option not to receive an official event shirt, and GesteV listened. Now participants can choose to receive the official event shirt for each race as usual, or opt out in exchange for a discount on their registration fee. The only exception is the Duchesnay Coureur des Bois Trail event, as participants had already expressed their preference to receive a reusable beverage container instead of an event shirt, and get sustainable swag instead of a medal. At the 2019 event, all participants were given tree saplings to take home and plant, a sustainable gesture that appealed to everyone's green thumbs and went hand in hand with GesteV's environmental initiatives.

New dates for the SSQ Insurance Quebec City Marathon

Today, GesteV is excited to announce the events on the 2020 Je Cours Qc calendar, with minimal date changes. The **SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet**, will now take place on the first weekend of October. For 2020, running fans will want to mark their calendars for the weekend of October 2–3. The Je Cours Qc 2020 season officially gets underway with the fast, scenic **Lévis Half-Marathon** on Sunday, May 3, followed by the popular **Duchesnay Coureur des Bois Trail** on Monday, May 18, taking participants out into the great outdoors to push their natural limits. Next up is the **Quebec City Descente Royale presented by Les Promenades Beauport** on Sunday, June 7, and then the **Fonds de solidarité FTQ Quebec City Staircase Challenge** pits participants against 3,000 outdoor stairs around the city on Sunday, June 21.

The organizers are already hard at work to bring runners even more exciting new features for 2020. Watch this space for a sneak peek in the next few months.

A rundown in numbers of the 2019 season

- **22st** annual SSQ Insurance Quebec City Marathon
- Calendar packed with **5** running events (Lévis Half-Marathon, Duchesnay Coureur des Bois Trail, Quebec City Descente Royale presented by Les Promenades Beauport, Fonds de solidarité FTQ Quebec City Challenge and SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet)
- **21** race distances
- **18,219** runners and walkers
- **More than 1,500** youngsters (age 17 and under) laced up their running shoes
- **2, 929** dedicated volunteers
- **14, 699** volunteer hours
- **24** different countries represented at the various events of the 2019 season
- **\$9,835** donated to the Hôtel-Dieu de Lévis Foundation by participants registered in the first four events of the season
- **\$10,845** donated to Motivaction Jeunesse by SSQ Insurance and participants in the SSQ Insurance Quebec City Marathon

About Quebec Running Events Corporation

Quebec Running Events Corporation exists to promote the sport of running in and around Quebec City. It presents the Je Cours Qc amateur event series, which draws thousands of runners and walkers to the region from near and far. As well as delivering running events for the general public, Quebec Running Events Corporation works tirelessly to further the development of the sport and encourage runners of all ages to pursue healthy life choices.

About Gestev

Founded in 1992, Gestev is a dynamic event management company specializing in happenings that make their mark locally as well as on the world stage. Over the years, Gestev has raised event management and production standards by adding a party twist to high-calibre sporting events and other happenings, including music shows and live entertainment, while making competitions accessible to all. Red Bull Crashed Ice, Vélirium, the UCI Mountain Bike World Championships, the Je Cours Qc running events and the FIS Cross-Country Skiing World Cup events are just some of the major events organized by Gestev, which also manages the Baie de Beauport recreational site and its own experiential marketing agency.

About Groupe Boucher Sports

With some 900 employees and 29 store franchises under the Sports Experts, Atmosphère, Hockey Experts and Entrepôt du Hockey banners, Groupe Boucher Sports is one of Quebec's leading sports equipment, clothing and footwear retailers.

-30-



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