

SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet Around 8,500 runners expected for second year of new 100% Quebec City course

Quebec City, Thursday, October 10, 2019 – After months of preparation, the [Je Cours Qc](#) organizing team, Quebec Running Events Corporation and event manager Gestev are ready to kick off the 22nd annual [SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#) this long weekend, October 11–13. 2019 marks the second year of a new “100% Quebec City” picture-postcard course, entirely on the Quebec City side of the St. Lawrence River, for this long-running distance race. Around 8,500 runners are expected to turn out for the various exciting events in store throughout this long Thanksgiving weekend, including some 1,400 for the full marathon distance. “Seeing what a great success the 2018 marathon was, it’s clearly becoming an event people in Quebec City don’t want to miss, especially as it’s such a great way for them to get outside and be active with family and friends,” said Geneviève Blouin, President of Quebec Running Events Corporation.

Runners in all the distance events get to take in the city’s iconic tourist attractions, picture-postcard neighbourhoods and vibrant shopping and entertainment districts as the course leads them along Grande Allée, past the Parliament of Quebec and the Château Frontenac, through the Joseph-Samson tunnel/bridge and along the Saint-Charles River, as well as featuring many more points of interest. “We were thrilled to unveil the fresh new course last year, and we’ve fine-tuned it this year to give runners another breath of fresh air,” said Marianne Pelchat, Event Producer for Gestev. “We listened to the feedback we heard and tweaked some of the corners to make the racing line smoother and faster.”

Doing our part for the environment

This Sunday, thousands of participants from all over the planet will be gathering at the start line on René-Lévesque Boulevard. There’ll be running enthusiasts from all ten Canadian provinces and as far afield as 22 different countries, including Germany, Morocco, Sweden, Italy, Brazil, China and the United Arab Emirates. Speaking of the planet, it’s a point of pride for the organizers that no single-use plastic bottles will be distributed to runners along the finish corridor. This small environmental gesture alone will eliminate nearly 10,000 plastic bottles from the consumer cycle. Instead, participants will be given a drinking cup made from recycled materials, which they can refill as many times as they like at one of two water stations on the site. That’s not all the organizers are doing to reduce waste. Instead of giving runners snacks in a plastic bag, they will be handing all participants a reusable bag at the finish line to collect their post-race goodies. Other existing initiatives to reduce the environmental footprint of the event include providing upcycling bins for participants to give a second lease on life to their used running shoes and clothing by donating them to the 360 Développement sustainability initiative, and a three-track system (compost, recycling, garbage) for managing residual materials, enabling more than 40% of waste generated by the event to be repurposed. That’s in addition to a free, secure bike parking area, the purchase of carbon offset credits and an on-site green team to raise awareness and help participants and visitors sort waste properly during the event.

An active weekend for all the family

There's plenty more going on this weekend besides Sunday's distance events! The SSQ Insurance Quebec City Marathon festivities kick off this Friday with the [SSQ Insurance Grand Fit+Yoga](#) happening, a huge fitness and yoga class hosted by Yoga Fitness and led by Je Cours Qc ambassador Simon-Pierre Leblanc at the Hilton Quebec hotel. On Saturday, kids get their own chance to cross the same start line as the marathon runners in the [Méga Parc 2K Kids' Race](#) at 2 p.m., then the ever-popular SSQ Insurance Health 5K fun run gets going at 3 p.m. Let's not forget the Je Cours Expo, which runs Friday, October 11 from noon to 9 p.m. and Saturday, October 12 from 10 a.m. to 6 p.m. At the Quebec City Conference Centre. Entry is free of charge and open to all. This is where runners will come to pick up their race bibs and add their names to the giant signature wall, a joint initiative with the Government of Quebec. Companions and supporters will also find all the info they need at the Supporters' Booth. Anyone can also drop in and listen to any of a dozen or so free talks by guest speakers about running and other related topics of interest. To find out more about what's on at the Je Cours Qc Expo and the thirty-some exhibitors with booths on site, visit [jecoursqc.com](#).

Sunday schedule

The start area for the 42.2K SSQ Insurance Marathon, the 21.1K Half-Marathon presented by WKND 91.9 FM and the Sports Experts 10K is on René-Lévesque Boulevard near Parc de l'Amérique-Française. The finish line for all three distance events is on Grande-Allée, between De la Chevrotière and D'Artigny Streets.

Event	Start time	Estimated arrival time of first finishers
SSQ Insurance 42.2 K Marathon	8 a.m.	10:20 a.m.
Sports Experts 10 K	9 a.m.	9:30 a.m.
21.1K Half-Marathon presented by WKND 91.9 FM	10 a.m.	11:07 a.m.

Finish line area

Once again, Place George-V will be decked out in all its finery this weekend to showcase all the entertainment, exhibitors and event partner activities in one place for everyone to enjoy. This is where you'll find the physiotherapy and massage therapy tent, proudly sporting the colours of the SSQ Insurance Quebec City Marathon's newest partner, Adrien Gagnon.

Spectators right at the heart of the action

There's plenty for companions and spectators to look forward to this weekend. Local business development and merchants' associations in the neighbourhoods have pulled out all the stops to bring a real party atmosphere to some of the most vibrant shopping and entertainment streets along the course. "It's going to be like one big party in Quebec City on race day this Sunday, October 13," said Marianne Pelchat. "Local residents are all encouraged to come outside and cheer on the thousands of participants. The course goes through lots of residential neighbourhoods, so it might be just as easy as stepping right outside their front door, but of course everyone is welcome to follow the runners around the city too and check out some of the vibrant hotspots the business and merchants' associations have created. It's a great way for locals to see their city in a whole new light!"

Last year's free supporter's map for everyone to navigate their way around the 25 music and entertainment hotspots and points of interest along the course was in high demand, so it's back by popular request this year too. Click [here](#) to see the map. There's an all-new section on the [jecoursqc.com](#) website with all the information companions need to be the perfect supporters this long weekend. Spectators can also track runners' progress on the [RTRT.me](#) mobile app and zoom ahead to meet up with them again at different points along the course. Local residents can plan their travel around the city on race day, Sunday, October 13, thanks to a handy online tool prepared by the Ville de Québec: [www.ville.quebec.qc.ca/marathon](#).

An enhanced race experience thanks to the Motigo mobile app powered by the Quebec City Tourist Office

Also back this year is the Motigo mobile app powered by the Quebec City Tourist Office. Participants in the SSQ Insurance Health 5K and entrants in all of Sunday's distance races can enjoy a guided tour of the city with snippets of information about points of interest along the course. All they have to do is download the app to their smartphone, plug in their earbuds and enjoy a free history lesson in English or French as they run. What's more, supporters can even record an audio message to cheer on their favourite runners and have it played back to them during the race to give them the boost they need to make it to the finish line. There'll be a special Motigo booth at the Je Cours Qc Expo for visitors to get the scoop about this handy free app.

SSQ Insurance, proud event title partner

The organizers are thrilled to count on the support of the event's long-running title partner [SSQ Insurance](#) for a 14th consecutive year. Not only will the company and its employees be energetically cheering on the SSQ Insurance 42.2K marathon participants as they pass by its head office, they'll also be rolling out the SSQ Insurance Chillout Zone right at the finish line area in Place George-V. "We are tremendously proud to contribute to the success of the SSQ Insurance Quebec City Marathon. As a community-driven organization, we are committed to promoting healthy and mindful lifestyle choices. It's only natural for us to show our ongoing support for such a long-standing event that has always been a firm fixture on the running calendar here in our city," said Jean-François Chalifoux, Chief Executive Officer of SSQ Insurance. "I'm delighted to say that more than 500 employees of SSQ Insurance, and their family members, will be taking part in the event. Whether they are running or walking the course themselves or gathering right outside our head office to cheer the participants on, they all work together and play an important role in the communities that make us," he added.

Brunet, presenting partner

Presenting partner for a second year, [Brunet](#) will operate a regeneration course located at the runners' finish area. This health activation will combine a hydrotherapy station, a leg elevation zone and inversion tables in order to offer a complete recovery to participants after an intense physical effort. "The Brunet banner and its network of affiliated branches are proud to support the SSQ Insurance Quebec City Marathon for a second year. This partnership is a natural fit for Brunet and goes hand in hand with its mission to offer Quebecers the most personalized health-related advice and services. Because when it comes to health, Brunet is your first stop!" says Josée Houle, Vice President, Operations, Brunet and McMahon. "At Brunet, we want to make a difference in the communities in which we operate and this major event for the Quebec City area is a great opportunity to get involved in a concrete way," adds Ms. Houle.

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, and the Je Cours Qc running events, UCI Mountain Bike World Championships, and 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 experiential marketing agency.

About Groupe Boucher Sports

About the Groupe Boucher Sports

The Groupe Boucher Sports has close to 900 employees and 29 franchise stores under the Sports Experts, Atmosphere, Hockey Experts and L'Entrepôt du Hockey banners, making it one of the Québec leading sports equipment, clothing and footwear retailers.



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