



JE —
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QC



PRESS RELEASE

For immediate release

Cancellation of SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet, scheduled for October 2–4, 2020

Quebec City, Wednesday, July 15, 2020 – Unfortunately, amid the uncertainty of the next few months due to the ongoing COVID-19 coronavirus pandemic and the ensuing public health risks, Quebec Running Events Corporation and event producer Gestev have been forced to cancel the 2020 [SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#). This year's event was scheduled to take place October 2–4.

[Je Cours Qc](#) takes the health and safety of all entrants, companions, volunteers, staff and members of the public very seriously. “We pulled out all the stops to ensure this event would have been as safe as can be, but the situation was ultimately out of our hands and the time had come to make a decision in the best interests of everyone's health and safety,” said Marianne Pelchat, executive event producer for Je Cours Qc. “It takes months of preparation to stage a major event like a marathon, especially when there's such a strong reputation for quality and event experience to live up to. Our team has been working tirelessly over the last four months to find solutions and deliver a positive event experience in light of the new normal. Considering that the future of outdoor gatherings of more than 250 people is still highly uncertain, we have come to accept that it would have represented too significant a risk on various levels to keep moving forward with this year's event in the existing climate.”

The difficult decision to cancel this year's event was made following discussions with the local public health authority, the Quebec Athletics Federation, as well as the Ville de Québec city authorities and all major event partners.

Refunds for all registered entrants

Refunds will be issued to all registered entrants for the [SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#). An email will be sent to registered entrants with more information and details about the refund procedure.

Watch this space for the virtual race

Je Cours Qc is currently fine-tuning the details in order to offer a virtual option to the thousands of runners who would have been flocking to the SSQ Quebec City Marathon, a healthy invitation from Brunet on the weekend of October 2–4, 2020. “We want to deliver on our commitment to get people moving and put smiles on their faces,” said Marianne Pelchat. “We don't have to give up on that promise just because we've been forced to cancel the final event on this year's calendar. Hosting a virtual race is our way of paving the way for the 2021

season, because we're already thinking ahead and hoping to bring runners our usual chock-full calendar of events."

For more information, visit jecoursqc.com or check the Je Cours Qc social media channels.

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 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.

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