



PRESS RELEASE

For immediate release

Je Cours Qc launches the virtual 2020 SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet

All originally scheduled distances will be run October 2–4

Quebec City, Thursday, July 30, 2020 – Two weeks ago Je Cours Qc made the difficult decision to cancel the [2020 SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#), scheduled for October 2–4, 2020. Rather than saying “See you next year” to the thousands of registered participants, Gestev today announced a completely free, virtual alternative that will give runners the chance to take up the challenge and channel their competitive spirit.

The goal of the [virtual SSQ Insurance Quebec City Marathon, a healthy invitation from Brunet](#), is to recreate as faithfully as possible the experience of a live race with the original schedule, format, and ambiance. The events planned for the weekend of October 2–4 will be going ahead with thousands of runners taking part all at the same time but remotely, in their own neighbourhoods. To make the virtual option as realistic as possible, participants can choose to keep their originally scheduled start date and time.

A virtual event that mimics reality

The races will be the same, namely, the Kids Race (2K), the [SSQ Insurance Health 5K](#), the [Sports Experts 10K](#), the 21.1K, the [SSQ Insurance 42.2K](#), and the [SSQ Insurance Grand Fit+Yoga](#). All will be virtual and 100% free of charge. “Going virtual means runners who have been training for weeks can still take the challenge,” explained Gestev production manager Marianne Pelchat. “We want participants to join in for the three days as planned and we’ll add special touches to make it feel like the event we all know and love. Having several thousand runners take part at the same time, all across the province, on the morning of Sunday, October 4 will be exciting to experience. There’s something motivating about being part of large group of people coming together to run.”

Ambiance courtesy of Motigo

Thanks to the [Motigo](#) audio message app, participants will be immersed in the ambiance of a real race: the pre-race excitement, the countdown, and that familiar jolt of anticipation just before the starting gun goes off. Runners will experience the same rush they feel at the start of every other race. Je Cours Qc also plans to support runners along the way by streaming music, tips, and the inspiring sound of cheers from the crowd as they approach the finish line. “We want runners to feel that their supporters and the organizers are right there with them, even if they are running on their own close to home,” added Ms. Pelchat. “Our goal is for this to be an event, not just another run.”

Recognition for runners

As a souvenir of their race, all runners will receive a virtual certificate with their distance, time, and the date of the event. Event partners will also be putting together a virtual race bag with special offers and prizes. There will even be a filter participants can use on their Facebook profile photo to proudly show off their achievement.

More details will be posted on Je Cours Qc social media in the coming weeks as the event gets closer. Until then, runners should keep up with their training and, of course, register at jecoursqc.com by 11:59 p.m. on October 1. The official results will be posted on sportstats.ca.

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 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.

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