



## Family Festival Weekend

October 2008

On behalf of the BMO Okanagan Family Festival Weekend, I would like to express my sincere appreciation and, in particular, to personally let you know that it was involvement like yours that contributed to the success of the 2008 event. Your support and the support from our title sponsor, BMO, was tremendous – this provided our charity, Sunshine Foundation Dream for Kids, with not only financial support but significant media and promotional coverage. Under unseasonably warm, sunny skies, we saw 3000+ participants with their families and friends come out and enjoy a weekend of many fun and fitness activities at Kelowna's City Park.

The BMO Okanagan Marathon has become a signature event for the Kelowna community. There are several things that have contributed to this:

- A positive family-friendly atmosphere that welcomes the entire family to be involved
- Kids Run for Kids and 5 K walk/run along the scenic lakeshore
- 10 K, 21.1K and 42.2 K walk/run through scenic Kelowna
- Sports Expo with various exhibitors and a Kids' Fun Zone at City Park

**The dates for 2009 have already been set for October 10<sup>th</sup> & 11<sup>th</sup>!** Areas that are being planned to expand for next year include a redesigned single loop 42.2 K flat/fast course, more participation for the Kids Run for Kids, more participation for the 5 K run/walk, more exhibitors at the Sports Expo, and the inclusion of more community-based sponsors from the Kelowna region.

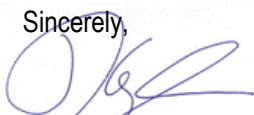
Our philosophy for sports events is based on encouraging healthy and active lifestyles for the entire family (kids, moms, dads, singles, and grandparents). We want to do it in a way that excites everyone to have a lot of fun in the process. People like you contributed to the development of Kelowna's image; one that is an active and fun community that participates in large-scale, family-oriented events such as this.

The satisfaction for us is motivating – we saw kids, parents, grandparents, and young adults – coming out to enjoy and participate in the activities and events throughout the entire BMO Okanagan Festival Weekend. This experience is very inspirational!

We invite your comments and suggestions to make next year's event even larger and more fun for everyone. Please contact us at [info@okanganmarathon.com](mailto:info@okanganmarathon.com).

We can never say it enough - so again, *thanks!*

Sincerely,



Tom Keogh, Event Director