



Fellow Runners:

Marathons make memories, and this is your invitation to a most memorable event, the NATIONAL VIDEO/CFCY Island Marathon '85.

Although our race is seven years old, it has a brand new face this year. There is a completely new course, an earlier start time on a new day, and we have added some shorter races too.

The Island Marathon '85 features an out and back course which begins and ends in Charlottetown. The new course will offer a challenge to the experienced marathoner but will not intimidate the recreational runner.

A variety of land and seascapes will add to your enjoyment of this years event. As you approach Fanningbank, the stately residence of the Lieutenant Governor built in 1835, you will pass the Victorian cannons of Old Fort Edward which still guard the harbour. Then a brief run through Olde Charlottetown before you cross the Hillsborough River and enter the Village of Southport. The marathon continues through the Villages of Keppoch and Kinlock as you run along the shore of the Northumberland Straits to the turnaround point. Take a few seconds to savour the view, that's Nova Scotia off to the right.

Oh, and did you see the Legislature Building, where the 1864 Confederation Conference was held, as you ran through Olde Charlottetown? No. That's alright, you can catch it on the way back.

"Mad dogs and Englishmen go out in the mid-day sun " or so said Noel Coward. Therefore the Island Marathon will start in the cool of the morning at 9:00 a.m. on Sunday, September 1, 1985.

To allow more runners to experience the joy of running in Prince Edward Island we have added a half-marathon and a 10KM to Island Marathon '85. The tradition of hospitality, the unique awards, and the post-race events which have characterized our

previous marathons will be maintained. The assistance of the co-sponsors of Island Marathon '85, National Video and CFCY 630 Radio, allow us to put on a marathon of which we can be proud and enthusiastic and which you will enjoy.

We encourage you to enter Island Marathon '85 or one of its associated events. Our weather in September is ideal for running, the water is still warm and the beaches are not crowded. You could find no better place to taper and rest up for a marathon run.

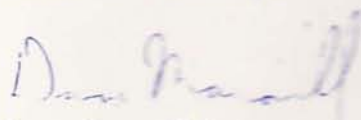
Why not spend the week before the race enjoying the relaxed lifestyle of Prince Edward Island and don't forget to try one of our world famous lobster suppers.

The P.E.I. Roadrunners Club has a saying, "Remember when running was fun?", you can also have this memory.

Don't miss the magic of Island Marathon '85.

Mail your entry form today.

Yours in running,



Dave Manovill
Chairman
Island Marathon '85

The logo for CFCY consists of the letters "CFCY" in a bold, black, sans-serif font, centered on a white rectangular background.

Marathon Undergoes Changes

The 1984 edition of the Island Marathon will take on a whole new look with a change in the starting time, new sponsorship and with the introduction of a totally different course than that used for the past six years.

Two additional features of this year's event will be a half-marathon and a ten kilometre run.

The marathon, sponsored by National Video

and CFCY, will be held Sunday, September 1, with a 9 a.m. starting time. The new out-and-back course starts and finishes at the Charlottetown Mall. The runners will travel down Mount Edward Road, across Belvedere Avenue to North River Road, then along Edinborough, Charlotte and Queen Elizabeth drives to Victoria Park. Following the parkway, the route winds through downtown Charlotte-

town, over the Hillsborough Bridge through the communities of Southport, Keppoch and Kinlock with the turn-around point at Bellevue Cove.

Course director Brian Dunn said he feels the new route will offer a challenge to the experienced marathoner, but added, "it will not intimidate the recreational runner. There are a few hills, but they are in the middle of the 26-mile, 385 yard course."

The race committee is anticipating an increase in participation with the new look marathon and the two shorter races this year.

The half-marathon course has its turn-around point near the Hillsborough Bridge, while those running the 10km race will turn around near Simmons Sports Centre on North River Road; both following the same route back to the starting line.

The earlier starting time of 9 a.m. will help runners avoid the heat of the day. However, with all the changes this year the organizers insist the traditional hospitality, the unique awards and the post-race events which have characterized the Island Marathon will be maintained.

Runners are urged to return the entry form for the race of their choice as soon as possible, as early registration will aid the committee in its preparation for the three races.

Registration forms are available at radio station CFCY and at both National Video locations in Charlottetown.

The entry fee is \$10 and all participants will receive an attractive long-sleeve souvenir tee-shirt.



COURSE CHAIRMAN Brian Dunn, **CENTRE**, goes over plans for the Island Marathon, Half Marathon and 10km event with **Dave Manovill, LEFT**, race director, and

Don Harley, public relations director, at a recent meeting. The three events will take to the roads on Sunday, September 1. (8-7-85-87-11)

Organizers Eye Large Field For Island Marathon Events

An estimated 250 runners will answer the sound of the gun and proceed to run one of three Island Marathon races Sunday, September 1.

This year's edition of the Island Marathon is also offering a half-marathon and a 10K run. Other notable changes to this year's event are a flatter, faster course, a new date, a new starting time and a new sponsor. The 9:00 a.m. start was decided on to allow runners to "beat the heat" if the day turned out to be a warm one.

The new course starts and finishes in Charlottetown and follows a well serviced out and back route. There are only a couple of challenging hills in the course which occur early enough in the run so that most runners will find them only moderately taxing.

The Marathon Organizing Committee has designed a real weekend package around the event. All runners and families will be able to make use of a number of discounts including accommodation, carbo-load supper and breakfast. There will be an

long-sleeve shirt provided to all entrants who register before August 19 will be a real collector's item.

Prizes are awarded for first, second and third male and female runners in all three races. Prizes will also be given to age group winners as well as a variety of speciality awards such as best time for a first marathon.

The Island Marathon has a reputation of being a first class run, this year's event promises to live up to that billing. For those planning a marathon run later in the year, such as the Atlantic Autumn in Gagetown or Halifax, the Island Marathon or Half-Marathon offers a super opportunity for a training run.

Last year's winner in a time of 2 hrs, 44 min, 24 sec was Paul Wright of Bedeque, P.E.I. Paul is back this year to defend his title. Registration is moving along at a brisk pace, entry forms can be obtained at National Video locations in Halifax, Moncton, St. John's and

BOB GRAY

A New Marathon

A marathon run is supposed to be a tremendous challenge, but the organizers of the Island Marathon have finally come to their senses and decided there is a difference between a tremendous challenge and a ludicrous one. They've bowed to pressure from within and without the P.E.I. Roadrunners Club, and changed the route of this year's version.



The marathon has a long history, dating from a Greek battle in 490 B.C. on the plains of Marathon, from where a runner was dispatched back to Athens to give the good news of victory. Phidippides by name, he ran the 26.2 mile distance, delivered the message, and keeled over dead.

Twentieth century fun-seekers, looking for a good time, heard about this feat and decided that it would be a good thing to imitate. This was even before granola happened, and long before designer running shoes were all the rage.

Islanders got into the whole thing a few years ago, when nobody knew that a singlet was a shirt, that a split-time wasn't referring to work-sharing, or that digital watches were for anyone — not just those who couldn't figure out the long hand from the short.

The Island marathon route since its inception in 1979 has been from Cavendish to Charlottetown. It was described in the brochures as "scenic, with rolling hills." The first six miles, along the north shore cliffs and dunes, were absolutely gorgeous. It was the last 20 that runners remembered, though.

As you drive in from the North Shore through Oyster Bed Bridge, it may strike you that the road is a tad hilly. If you run in, it immediately strikes you that Phidippides would never have delivered the news if the battle had been in Rustico and the rulers were waiting in Charlottetown. They would have had to wait for the Guardian-Evening Patriot to find out what happened.

The marathon course was absolutely the toughest anyone who ran it had ever been on. It was almost impossible for runners to achieve a personal best time for the distance on the Island course, so once they had a few marathons under their belts, and were looking for faster times rather than the thrill of simply finishing the run, they started going elsewhere. Anywhere else.

The Island marathon, once the showpiece of the P.E.I. running season, started falling on hard times, and the numbers of runners attempting it began to diminish. This year, after a great deal of soul-searching and despite some serious objections from some long-time club members, the Roadrunners Club decided to change the course.

Runners Will Retrace Steps

The new course is what's termed an "out and back" circuit. In other words, the runners go half the distance, and then retrace their steps back to the starting spot to complete the race. It starts at the Towers Mall, runs through Brighton, Victoria Park, and downtown Charlottetown, and then continues out Grafton Street and right across the Hillsborough Bridge.

Upon crossing the bridge, the runners will turn right on the Stratford Road in Southport, and then run through Keppoch, Kinkock, and all the way out almost to Pownal. After 11.1 miles, the runners will make the big turn and head back, finishing at the Towers Mall where they started.

It's not the easiest course in the world, but it's at least all the way down to "tough" from "insane" on the torture scale. It's predominantly flat, but there is a series of challenging hills from Keppoch to the Tea-Hill park, and the runners get to turn around and go right at them again from the other direction. The hardest part may be near the end, as exhausted runners have to struggle up Mount Edward Road from Belvedere Avenue to the back entrance of the Mall. That's a very difficult hill after one has "hit the wall."

Not only the course is new. The date has been changed from the third Sunday in September to the first one (this year September 1). This means that it will always fall on the day before Labor Day, giving runners from off the Island a day to travel back home. Also, it makes for a nice family outing at the end of summer to come to the Island for the weekend. Organizers hope the date change will be a major attraction to the region's distance runners.

The race used to start at noon, but that made for some awfully hot running, particularly the last few years. Heat is a mortal enemy of the marathoner, and this year's race will start at nine a.m. in an attempt to avoid the hottest part of a P.E.I. late summer day.

The biggest change is that the out-and-back course will lend itself to more than one distance, and Marathon Day will feature a 34-kilometre run and a half-marathon (13.1 miles) for runners who aren't quite up to an attempt to duplicate Phidippides's feat. It should end up being a great celebration of running, fitness, granola, and designer running shoes all at once.

The turnaround for the 10-k race will be near Simmons Sports Centre on North River Road. That's the good news. The bad news is that the turnaround point for the half-marathon seems to fall smack dab in the middle of the bridge. The heavy thinkers who plan these things are working on that one now, and no doubt will come up with a solution. Those of us with a perverse streak would like to see it stay right there, though, just to see what it would look like. Can you imagine runners having head-on collisions? Who has to yield in situations like that?

The sponsor for the race(s) has changed as well. National Video has taken over the reins, along with CFCY radio. A first-class operation is becoming evident, under the leadership of Dave Manovill. Quality souvenirs and prizes have already been ordered, the courses are in the process of being painstakingly measured and certified, and the planning for race day is well-advanced. Thousands of letters have gone out all over the Maritimes and beyond, inviting runners to the event.

Some of the organizing committee think that far more than 200 runners will show up for the day, making it the showpiece event the marathon was always supposed to be. Island runners are even now starting to train on the new course, accounting for many startled looks from the heretofore protected enclaves along the Keppoch Road, the residents of which are probably unaccustomed to half-salted, perspiring, exhausted people with glazed eyes struggling up and down those hills all in the name of enjoyment. In the words every marathoner utters at some point during a race, "It will get worse before it gets better."