

Super Run still Super Fun

Tradition continues as Great-West Life sponsors popular Marathon event

Winnipeg, June 18, 2010 . . . A Manitoba Marathon tradition continues with Great-West Life's sponsorship of the Super Run for the 21st consecutive year.

The 2.6-mile Super Run is especially popular among young runners, families and Marathon newcomers. For Great-West Life, the Marathon fits with the company's philosophy of building stronger and healthier communities together through volunteerism, civic engagement and active lifestyles.

"The Manitoba Marathon brings together thousands to promote fitness for all ages and abilities, and to help build awareness and raise funds for the Association for Community Living in Manitoba," says Jan Belanger, Assistant Vice-President, Community Affairs for Great-West Life, London Life and Canada Life. "The Marathon is also a Winnipeg tradition on Father's Day – one we're proud to support through our long-term sponsorship of the Super Run."

Great-West staff are perennial participants in the Marathon, taking part in the Full Marathon, Half Marathon, Super Run and Relay events, and as aid-station volunteers along the routes. This year, Great-West staff will also volunteer as Route Marshals along a new route for the Super Run that takes runners on a course around the University of Manitoba campus.

Great-West Life will provide complimentary souvenir caps to Super Run participants near the start line, continuing a custom that began the first year of its sponsorship of the event.

Great-West Life is a leading insurer in Canada, offering a broad portfolio of financial security and benefit plan solutions for individuals, families, businesses and organizations. Together with its subsidiaries, London Life and Canada Life, Great-West serves the financial security needs of more than 12 million Canadians.

As an Imagine Caring Company, Great-West Life donates a minimum of one per cent of average pre-tax profits to non-profit, charitable and community organizations each year.

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