



We know kids move less and sit more, so our solution is simple - **run, educate and have a whole lot of fun!**

ABOUT KIDS RUN CLUB

- ⚡ KRC is a free, school-based running program for school-aged children and youth in every region of the province.
- ⚡ KRC provides programming, training videos, supplies and education to coaches and conducts site visits to do running clinics and presentations on healthy living for participants.
- ⚡ School groups run together up to three times a week and build their endurance in order to complete a final fun run of 2.1, 4.2 or 5 km.
- ⚡ KRC gives children and their communities an opportunity to be active, gain confidence and learn healthy habits for life. We work hard to support communities that experience barriers to being active including inner city and First Nations schools, rural communities, and schools for students with learning difficulties.



JOIN OUR JOURNEY

As a registered charity, we love to partner with organizations and individuals who are passionate about active living and want to make Nova Scotia's future strong, confident and healthy.

- ⚡ You will be reaching over 17,500 children and their families in 220 schools across Nova Scotia.
- ⚡ Unique sponsorship opportunities are available tailored to meet your impact and business goals, starting at \$7,500.
- ⚡ You'll have positive brand recognition with a province-wide program running strong for over 15 years.
- ⚡ To find out how you can play an important role in making sure Nova Scotia's future is healthy, active and bright, contact Danielle Cyr at danielle.cyr@kidsrunclub.ca.

"Telus Health is proud to sponsor an important program like Kids Run Club and support **positive health and wellness initiatives** in partnership with the Doctors Nova Scotia Healthy Tomorrow Foundation."

- Shawn Bellefleur, TELUS Health



NOVA SCOTIA MADE. ⚡ NOVA SCOTIA OWNED.

Audience



530+ coaches

90% Teachers
9% DAL Med-Students
1% Parents/ Community Members



17,500 children

34% Cape Breton/Victoria¹ & Strait²
33% Halifax Regional Municipality³
13% South Shore⁴ & Tri-County⁵
9% Annapolis Royal⁶
8% Chignecto Central⁷
2% Acadian Provincial
1% First Nations



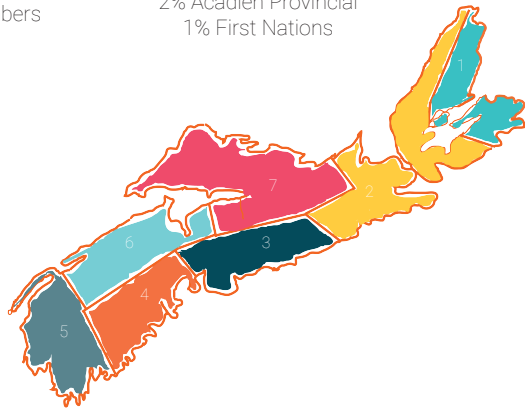
3,500 members

Through its legacy partnership with Doctors Nova Scotia, Kids Run Club is connected to doctors and medical students in Nova Scotia.



NS Health Community

Doctors Nova Scotia Healthy Tomorrow Foundation is a thought leader in health and wellness in Nova Scotia with stakeholders and followers in the health sector including government, not-for-profit and private sectors.



NS Sport & Recreation Community

Doctors Nova Scotia Healthy Tomorrow Foundation is a thought leader in physical activity in Nova Scotia with stakeholders and followers in the sport and recreation sector including government, not-for-profit and private sectors.

Activation Opportunities

Contact us to meet and discuss how we can partner to help you reach your business goals. Opportunities could include:

Presenting sponsor title

Logo placement on KRC materials

Advertising

Employee engagement sessions

Target audience facing events

Publicity

"MD Financial Management is proud to sponsor Kids Run Club. Inspiring children to be physically active helps them develop healthy habits—integral to their long-term health and the health of future generations. Supporting our physician community through this initiative is also very important to us."
- MD Financial Management

