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For immediate release

Virtue meets vice in the Niagara Peninsula

Welcome to the Chocolate Race!

Sometimes a little physical effort needs a treat at the end. And if that's your philosophy of fitness, you've come to the right place!

The third annual Chocolate Race is planned for the weekend of August 27-28 and will combine 5 and 10 km walks and runs (and a 10 mile run) with everyone's favourite vice: chocolate. As well as water stations along the way, there is a fruit-and-marshmallow chocolate dipping station. And at the end: chocolate croissants. Chocolate milk. And chocolate truffles. Do you need any better excuse to strap on your running gear?

The race takes place in the picturesque Niagara peninsula community of Port Dalhousie in St. Catharines, so runners and walkers can enjoy the view along with the chocolaty treats. "We consider the Chocolate Race more than just a run," says founder and organizer Diane Chesla, herself a lifelong runner. "It's a good workout, for sure, but we've also introduced all kinds of fun: it's more like a street festival – with runners."

New this year is a partnership with Anxiety Disorders Association of Canada to raise awareness of issues associated with anxiety. Runners are encouraged to raise funds, individually or as teams of up to 10 people. All fundraisers are eligible to win the grand

prize of a MINI pace car during the race that acts as a personalized traveling chocolate aid station.

Why combine chocolate with racing? As Chesla says: “Because exercise is hard – and running in particular is really, really boring.” As evidence of the fun theme to the day, the last three runners or walkers to come in at each event even receive prizes. (Chocolate, of course!)

Last year almost 1,000 signed up for the race, a combination of fitness buffs who like to have fun, as well as curious types who have never participated in a competition before. “That’s the joy of walking and running – these are activities you can take up at any time in your life,” adds Chesla.

Saturday the 27th is warm up date, with a runners’ fashion show and body painting; while Sunday is dedicated to the race.

To find out more, visit www.thechocolaterace.com or call 905-932-6356.

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