

MEDIA FILE FOR THE 2023 LONGEST DAY ROAD RACE

PRINT

RACE POSTER – DISTRIBUTED TO COMMUNITY CENTERS & LOCAL BUSINESSES - 500



PH&N Investment Services®

Friday, June 16th - UBC
Kids' Mile - 6:30pm | 5K - 6:45pm | 10K - 7:00pm

Presented by:  CITY OF VANCOUVER

All donations go to support the
GOVFB THE GREATER VANCOUVER FOOD BANK

Thank you to our sponsors



COME FOR THE RUN – STAY FOR THE PARTY
Enjoy an evening run on UBC's beautiful campus followed by the best post-run party in Vancouver

BBQ | LIVE BAND | KIDS' PLAY ZONE | BEER GARDEN | PICNIC AREA

RACE FLYER – DISTRIBUTED AT EVENTS & COMMUNITY CENTERS – 15,000



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Presented by:  CITY OF VANCOUVER



<https://www.thunderbirdstrack.org/longest-day-2022>

WEB

RACE WEBSITE: 25,000+ unique visits between March 1st and July 1st. (30% increase over 2022)

<https://www.thunderbirdstrack.org/longest-day-2023>



COME FOR THE RUN – STAY FOR THE PARTY!

Enjoy an evening run on UBC's beautiful campus followed by the best post-run party in Vancouver! There will be BBQ, music from a live band, a kids' play zone, a beer garden and a picnic area!

Early bird pricing till April 15, 2023

Help us in supporting our generous sponsors

Pacific Coastal
AIRLINES®

Presented by

SAVE THE DATE! JUNE 16, 2023

RACE REG SITE: 20,000+ visits March 1st to July 1st

<https://www.events.runningroom.com/site/17762/thunderbird-track-club-longest-day-2023/>



Marriott Bonvoy
New York City Hotels

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New Men Women Shoes Accessories Brands Sale Races Training Community

Waters Edge
— Shoreside Suites • Ucluelet Harbour, BC —
www.watersedgesuites.com

Pacific Coastal
AIRLINES®

- You can set up a fundraising page through your Running Room account, after you have registered for the Run All you need to do is go to the Donate tab (at the top of this page) and select Raise Funds to set up your fundraising page.
- [Click here for details on setting up your fundraising dashboard](#)

Route Maps

Help

5,009+ recipients per email – OPEN RATE OF 36% - 32,000+ VIEWS

From : Longest Day Road Race <longestday@thunderbirdstrack.org>
Reply : longestday@thunderbirdstrack.org
Subject : Important Updates from the Longest Day Road Race



June 1st sees a \$5 increase in the cost of registration for the Longest Day Road Race. It is also the cut off for our next Prize Draw.

So, Enter before June 1st to save \$5 and be entered into a draw for a Complete Running Outfit c/w **Impact Magazine** and donate before June 1st to be entered into a draw for 1 or 2 \$40 Gift Cards to **Portland Craft**. Remember that for every \$50 donated you receive an entry into a draw for a Getaway at the **Water's Edge Resort** with air travel provided by **Pacific Coastal Airlines**.



REGISTER NOW!

RUN DETAILS

DONATE TOT HE GVFB

Longest Day Road Race

6449 Yew St. V6M 3Z3, Vancouver

This email was sent to ((contact.EMAIL))
You've received this email because you've subscribed to our newsletter

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IMPORTANT NEWS

ENTRIES:

Many local races have been selling out. Our entries are up 43% over this time last year and we want to ensure that our past participants are aware that we have a cap on entries. If you intend to run this year, please consider signing up earlier rather than later.

RACE SHIRT ORDERS:

Orders for this year's tech shirt will close May 20th to allow for production in time for the race. If you wish to order a shirt, please do so by the deadline.

DRAW PRIZES:

We will be having another draw on May 15th. All registrants at that time will be entered into a draw for a \$100 Gift Card to the [Secret Garden Tea Company](#). Thank you to all of those that have donated so far. Anyone that has donated \$10 or more to the GVFB through the race reg page by midnight May 14th will be entered into a draw for a \$75 Gift Card c/o [Sula](#).

[REGISTER](#)

Longest Day Road Race

6449 Yew St. V6M 3Z3, Vancouver

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B From : My Company <longestday@thunderbirdtrack.org>
Reply : longestday@thunderbirdtrack.org
Subject : Draw Prizes Galore!!

PH&N Investment Services® LONGEST DAY ROAD RACE

We run for the love of movement, for the sense of freedom, of being in control, for friendship, and that sense of satisfaction when you have pushed to the limit. Most of us won't ever win a race or age category. So, it's nice to be surprised by an unexpected gift for participating in a run. The Longest Day has almost 100 random draw prizes this year; a small way for us to say thank you for participating and for donating!

Thank you to all of our draw prize donors.



Thank you to our Grand Prize Donors.

Drawn on race Day - Every \$50 counts as an entry into the draw



Enter anytime to win!



Registration Available Until Race Time - Friday, June 16th

REGISTER

DONATE

Longest Day Road Race

6449 Yew St, V6M 3Z3, Vancouver

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B From : Longest Day Road Race <longestday@thunderbirdtrack.org>
Reply : longestday@thunderbirdtrack.org
Subject : Less Than a Month Before Race Day!

PH&N Investment Services® LONGEST DAY ROAD RACE

JUST UNDER ONE MONTH LEFT TO RACE DAY!

ENTER BEFORE JUNE 1ST TO WIN!

Enter by June 1st to be entered into a draw for a Full Running Outfit c/o [Impact Magazine](#).



DONATE TO WIN!

By donating \$10 or more through our race reg before June 1st you will be entered into a draw for 1 or 2 \$40 Gift Cards to Portland Craft.

Donate \$50 or more to be entered into the draw for a "Two night stay at [Water's Edge Suites](#) - transportation provided by [Pacific Coastal Airline](#)"



RACE INFO

REGISTER OR DONATE

Longest Day Road Race

6449 Yew St, V6M 3Z3, Vancouver

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From : Longest Day Road Race <longestday@thunderbirdtrack.org>
Reply : longestday@thunderbirdtrack.org
Subject : Reminder of April 15th Price Increase

PH&N Investment Services® **LONGEST DAY ROAD RACE**

ENTER NOW TO SAVE & WIN!

ENTER TO WIN!

Enter by April 15 to save \$5 and at the same time be entered into a draw for a "Wine tasting for 4 clo [Lulu Island Winery](#)", OR, an "Hour Massage at [Dunbar](#) or [Point Grey Massage](#)."

All entrants are entered into a draw for a one night stay at [Chateau Victoria](#) with transportation provided by [BC Ferries](#). (drawn on race-day)

Until April 15th
MASSAGE THERAPY
ON DUNBAR



Enter anytime to win!



DONATE TO WIN!

By donating \$10 or more through our race reg before April 15th, you will also be entered into a draw for a \$50 [Burgoo](#) Gift Card.

Donate \$50 or more to be entered into the draw for a "Two night stay at [Water's Edge Suites](#) - transportation provided by [Pacific Coastal Airline](#)"

Donate \$10 or more before
April 15 for a \$50 gift card to:



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PH&N Investment Services® **LONGEST DAY ROAD RACE**

LONGEST DAY 2024 - FRIDAY, JUNE 14TH.

We hope that you are having a great summer!

As a past Longest Day runner, we thought that you might be interested in the date for next year's event. Yes, we know that the Longest Day of the year is the 21st, but we have to fit into the calendar with other events....so June 14th, 2024 it is!!

We would also like to take this opportunity to thank all of our donor sponsors, who, together with our title sponsor PH&N Investment Services, help us make the 2023 Longest Day possible.

Thank you to our sponsors



Longest Day Road Race

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ON-SITE

WE HAD A RECORD 1408 ENTRANTS!!!



SHIRT BACK



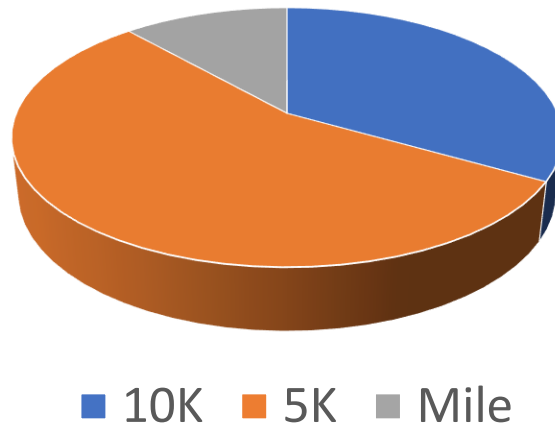
Race Photos are available here:

https://drive.google.com/drive/folders/1_5LCVGLVIUAN-1oLxpFFEMDatok3bli?usp=sharing

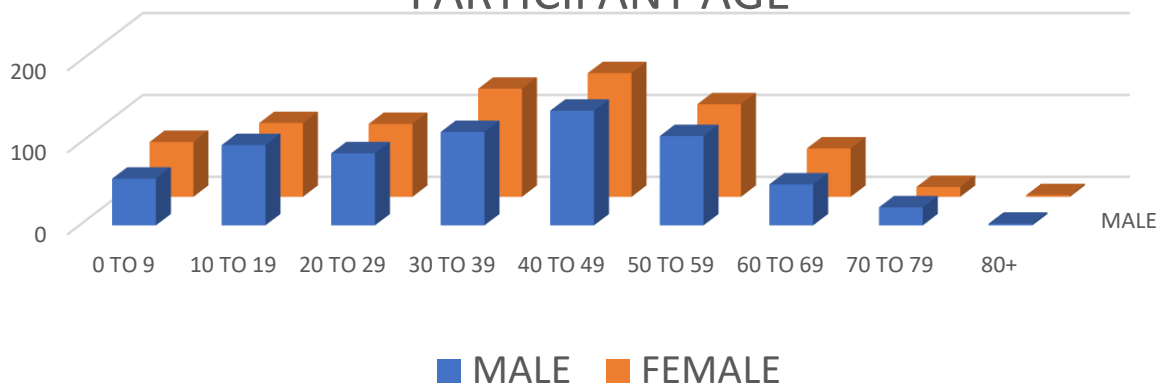
<https://behnksy.smugmug.com/Racing-Photography/Longest-Day-2023>

DEMOGRAPHICS

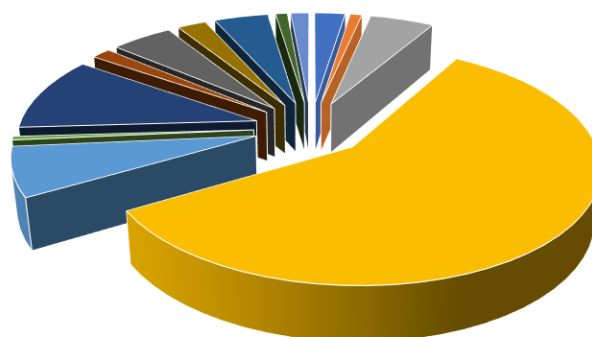
ENTRANTS



PARTICIPANT AGE



HOME TOWN



- | | | |
|---------------------------|--------------------|-------------------|
| ■ Fraser Valley | ■ Vancouver Island | ■ Tri Cities |
| ■ Vancouver | ■ Burnaby | ■ Sunshine Coast |
| ■ Surrey/Delta/White Rock | ■ West Vancouver | ■ North Vancouver |
| ■ New Westminster | ■ Other BC | ■ Other Provinces |
| ■ Other Countries | | |

PARTICIPANT FEEDBACK

96% of this year's participants would recommend the event to a friend!

All metrics (course, food, goodie bag, post-run party) received over 90% ratings.

COMMENTS:

Well done - super great event this year. Always one of the best events of the year. I never repeat races and I would repeat this one. Great event, well organized and I highly recommend it. Excellent race. Thanks to the volunteers. Keep up the great work! It was super fun. Thank you to volunteers and organizers. Amazing event!!! Excellent value. Made for a great family evening with 2 teenagers indulging their running parents...and actually having fun!

Friendly, relaxing. An amazing experience. Fun, social, generous, well-organized, good value. A Vancouver Race Calendar Must. It was a great race, period! Amazing! Joy filled! Positive! Best 5&10 k race in the lower mainland. FUN!

Appreciated the event organizers and volunteers who worked so hard to make it happen! It was a fun, enjoyable event creating a safe place to connect with others, get a good run in and enjoy great community! My favourite run event! Fantastic! Great race and atmosphere. A lot of fun. Great energy. Great venue, nice course and very enjoyable after party. Good for the entire family! A great evening. Friendly, great atmosphere, community focused. Super well organized.

One not to miss.