







**PATREILLY** (right), location manager for CBC Charlottetown, presented P.E.I. Roadrunners Club President Don Harley with a cheque to go toward a newly launched "fitness through running" program. CBCT-

FM will be sponsoring the P.E.I. Roadrunners Club in putting on activities aimed at beginning and recreational joggers and in putting on the Third Annual Island Marathon in September.

—P.E.I. Roadrunners' Photo

## CBCT/FM To Sponsor P.E.I. Roadrunners Club

**CHARLOTTETOWN (IIS)** — The P.E.I. Roadrunners club has announced that Radio Station CBCT-FM in Charlottetown has agreed to sponsor the club in mounting a "Fitness Through Running" program to encourage running events throughout the Island.

The CBCT-FM sponsorship will assist the P.E.I. Roadrunners in putting on fun runs, seminars, special running events for mass participation and general promotion of running and fitness.

The announcement was made at the P.E.I. Roadrunners annual dinner by Pat Reilly, the location manager for CBC Charlottetown.

CBCT-FM has also agreed to become the major sponsor for the Island Marathon. That event is to be known as the P.E.I. Roadrunners CBCT-FM Island Marathon.

"The P.E.I. Roadrunners Club is extremely pleased about this sponsorship. This should allow us to put on more activities and events for the average runner and jogger. These events will place the emphasis on participation and running as a fun way to fitness," said Club President Don Harley.

He pointed out that the sponsorship for the marathon would also help that event to emerge as one of the leading marathons in Canada.

The Island Marathon has one of the most scenic courses in the country as it covers 26.2

miles from Cavendish to Charlottetown. The race drew 114 starters last year, up from the 74 starters in the initial running in 1979.

"The CBCT-FM sponsorship will help us to promote the race and develop its potential as a major regional sporting event," Harley said.

"The sponsorship should help to encourage running at all levels and by joggers of all ages," he added.

