



Run for Life is a Canadian-based non-profit running organization. Incorporated in 2002, we have facilitated grassroots fitness and community building programs in Canada and abroad for more than 15 years.

Run for Life offers programs in Yukon, across Canada and around the globe (Kenya). *Run for Life* volunteers administer programs that link education, movement, and culture. Our Program Director, John Carson, lives in Whitehorse, Yukon.

We create, inspire, and nurture learning and physical activity for the curious and open-minded.

Who are we?

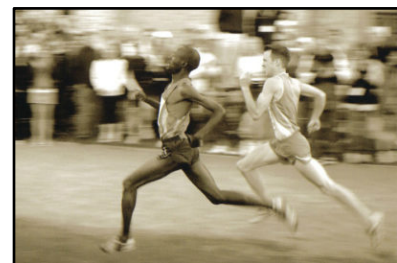
Run for Life has been moving communities since 2002, since our first ever *Run for Life* leader led Cambridge, Ontario schoolkids in her *Kilometre Club*. We've been on the move ever since!

Take a look at what we've been doing for the last 15 years to understand where we've come from, where we're going, and the kinds of impacts we're passionate about making, in the Yukon and beyond.



2004

We started the Cambridge Classic Mile, which celebrates the anniversary of Roger Bannister's famous Four-Minute Mile. Sports Illustrated has referred to Bannister's run in 1954 as the greatest athletic achievement of the 20th century. *Run for Life* hosts the Cambridge Classic Mile every year in Cambridge, Ontario, and has attracted some of the best runners in the world.



2009

Run for Life was instrumental in bringing the world's fastest man, Usain Bolt, to Canada to race at Toronto's Varsity Stadium.



2012

Run for Life launched *Sparks Fly*, a program that bring bikes to Canadian classrooms to foster active learning. We have since deployed more than 5000 bikes in schools throughout Canada. We've also brought 20 single-speed bikes to 10 communities in Kenya.

2013

Run for Life launched the Rift Valley Marathon in Kenya to bring awareness to *Run for Life*-sponsored community building activities in rural Kenya, including our water drilling program. Since then, *Run for Life* has drilled water wells in 30 Kenyan communities.



2017

Last year, *Run for Life* launched the Reckless Raven 50 Mile Ultra and Relay, a 50 mile trail race that starts and finishes in Whitehorse, crosses two streams, climbs three mountains, and gives runners epic views along the way. The race has drawn runners from across Yukon, Canada, the United States, and around the world to showcase our incredible trails and strong adventure spirit.

2018

Run for Life is partnering with the Northern Council for Global Cooperation to place Canadian aboriginal youth interns at our basecamp in Kenya. This program, funded by Global Affairs Canada, will allow youth to spend four months in rural Kenya exploring cross-cultural ideas and experiences – and maybe even running a bit.



To help tell our stories and bring our programs to life, we partner creatively with fantastic ambassadors like Malcolm Gladwell and CBC's Paul Kennedy, whose IDEAS program worked with Run for Life to produce the series Footprints.

RFL Program Director John Carson with Malcolm Gladwell in New York City.

