



## The Cambridge Classic Mile

Four laps that could change your life.





# Old School Fun

Galt Collegiate Institute is the backdrop for a unique running event which has seen some of the best in the world test themselves against the four minute mile.

The **Classic Mile** is a series of one mile races on an historic clay track.

Four laps that could change your life!



# Be part of history

For participants it is the opportunity to attempt a personal best.

Supporters and partners of the **Classic Mile** are able to share in the building of a legacy event. Enjoy a national audience through the presenting group **Run for Life**.

# Lap 1 – Excitement & the Gun

The **Classic Mile** is a landmark event in where spectators and participants are able to re-live the **four** minutes that changed the sport of running.

Some may even take their first steps towards a healthy lifestyle, an opportunity made possible by **Run for Life**, a Cambridge based not-for-profit organization.

# Lap 2 - Setting the Pace

Building on the **Run for Life** activity day involving 25 schools from the Waterloo Region, the **Classic Mile** will attract more than 1000 participants who will test themselves against a simple four lap challenge.



# Lap 3 - Never Look Back

Partners can reap the benefits of daylong exposure and also gain product and brand awareness through year round **Run for Life** promotions and activities.

# Lap 4 - Going for the Win

Associate your product with excellence and provide unique opportunities for engagement.



# The victory lap

- You have set the bar connecting with thousands of people.
- Sharing your **Classic Mile** experience to create new relationships.
- Encourage loyalty and stay connected.