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Celebrating 40 Years of Fitness and Community: Vancouver Sun Run Announces Multi-Year Presenting Partnership with Herbaland Naturals

Vancouver, BC – September 13, 2023 – The Vancouver Sun Run, Canada's largest 10K race, is thrilled to announce an exciting new partnership as it gears up to celebrate its 40-year anniversary. Herbaland Naturals, a trail blazing Canadian enterprise devoted to promoting health and wellness, has united with the Vancouver Sun Run to invigorate community connections, inspire active lifestyles, and elevate the culture of achievement.

Aisha Yang and Musharaf Syed, Co-Founders of Herbaland Naturals, expressed their enthusiasm for this partnership, saying, "At Herbaland Naturals, we're deeply committed to empowering individuals on their health and wellness journeys, and we are absolutely thrilled to become a part of the vibrant Vancouver Sun Run community. As a Canadian company, we take great pride in contributing to our local communities, and this partnership allows us to align our values with an event that shares our passion for wellness, inclusivity, and the joy of achieving personal milestones."

In a remarkable journey spanning four decades, the Vancouver Sun Run has solidified its status as an iconic event in British Columbia's history. As it celebrates its momentous 40-year milestone, this annual road race stands as a testament to the power of community, health, and resilience. What began in 1985 as a vision to promote fitness and well-being among Vancouverites has grown into a massive celebration of athleticism, drawing participants from all walks of life. As the Vancouver Sun Run marks its 40th year, it not only commemorates its own history but also the stories of countless individuals who have made each step a part of their personal journey toward health and accomplishment.

Tim Hopkins, Vancouver Sun Run Race Director, also shared his excitement about the partnership, saying, "The Vancouver Sun Run is such a huge part of what makes our community so amazing. For 40 years, we've been inspiring and unifying people of all ages and fitness levels to be active, happy, and healthy. Our partnership with Herbaland Naturals perfectly aligns with the Sun Run's mission, and we're proud to have them on-board for the next five years."

Mark your calendars, as pre-sale registrations for the 40th-anniversary Vancouver Sun Run will go on sale starting October 3rd, 2023. Early bird registration, offering special discounts and incentives, will kick off on November 1st, 2023. With this partnership, participants can look forward to an even more exceptional and memorable Sun Run experience as they lace up their running shoes to join the celebration of fitness, achievement, and community spirit.

As the largest running event in the country, the Vancouver Sun Run draws between 30,000 and 40,000 participants of all ages each year, and its charitable efforts have raised more than \$3.3 million dollars since its inception. New for 2024, The BC Cancer Foundation, BC Epilepsy Society, Ronald McDonald House BC & Yukon, Make-A-Wish Foundation and Hope Air will join the Heart

& Stroke Foundation, Raise-a-Reader, the Greater Vancouver Food Bank, and Family Services of Greater Vancouver as the official beneficiaries of the 2024 event.

2024 Pre-Sale Registration Fees

Individual 10K (until Nov 1):	\$49 plus fees and GST
Mini Sun Run 2.5K (until Nov 1):	\$22 plus fees and GST (18 years and under) \$35 plus fees and GST (19 years and older)
Virtual 10K (until Jan 31):	\$30 (plus fees and GST)
Youth Team Challenge (until Nov 1):	\$22 plus fees and GST (18 years and under) \$49 plus fees and GST (19 years and older)
Team Division (until Nov 1):	\$49 plus fees and GST

For more information and updates, visit the newly refreshed Vancouver Sun Run website at www.vancouver.sunrun.com and Herband's website at www.herband.ca

For media inquiries, please contact:

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About Vancouver Sun Run

The Vancouver Sun Run, established in 1983, is a premier 10K road race that promotes an active lifestyle, community engagement, and personal achievement. Celebrating its 40th anniversary in 2024, the Vancouver Sun Run welcomes participants of all ages and fitness levels to join in the annual celebration of fitness and community.

About Herband Naturals

Founded in 2009, Herband's mission is to bring health and wellness to all by creating natural health products that are good for people and the planet. Herband is Vancouver-based and CAMSC certified diversity-owned company. Herband is also a certified Benefit Corporation, recognized for adhering to a high standards of verified performance, accountability and transparency. For more information visit www.herband.ca