



RUNSPORT SOCIETY ANNOUNCE NEW MANAGEMENT TEAM

December 1, 2018

Victoria, BC - The RunSport Society (RunSport) is pleased to announce deFrias Management Group (DMG) as the new team to manage day-to-day operations of the society and produce and manage the Times Colonist 10K (TC10K).

Trish Fougner will succeed Joe Dixon as Race Director of the TC10K and brings a wealth of project and event management experience. Fougner, a former University of Victoria Vike and 800-metre specialist, will assume duties immediately.

“The TC 10K has been a part of my life since its start 30 years ago,” stated Fougner. “I was a runner, a volunteer, one of the first clinic organizers and the kids run organizer. I feel like now I’ve got the icing on the cake as Race Director. To combine my passion for healthy living and sport and my love for event management is a dream come true!

Keith Bridge has been named the new Executive Director managing all RunSport Society operations. Bridge, a 30-year business owner on Vancouver Island, brings strong leadership and governance experience to the Society. Most recently, Bridge has been consulting with the Greater Victoria Sports Tourism Commission under former Executive Director Hugh MacDonald and Greater Victoria Tourism CEO Paul Nursey.

“There is a dedicated crew of volunteers and committee members that have been with the event for many years,” stated Bridge. “It’s the community involvement that drew me to take part and give back. I look forward to working with DMG to continue building this great event for many years to come.”

DMG will also be responsible for managing marketing and sponsorship activities for the RunSport Society and will be actively looking to enhance the sport of running on Vancouver Island.

“We will be celebrating our 30th annual race in 2019 and we couldn’t be more excited about the team that will be producing the event,” commented Society president Chris Siver. “Trish’s background in running and management, Keith’s connection to the business community and DMG’s experience in sport makes our board excited for the future of the TC10K and society as a whole.”

“It’s an exciting time for all of us at DMG. This event is one of the anchor events in our community and it’s an honour to be able to represent it moving forward,” stated DMG founder and managing Director Mark deFrias. “We wanted to bring together a team of best-in-class business, sport and running leaders and I think we’ve done that. Trish was one of the very first TC10K clinic leaders when the event started 30 years ago, and Keith has been a pillar in our business community for so many years. I think we have a wonderful level of experience and professionalism and are really looking forward to working with all the committee members to produce an amazing event.”

ABOUT RUNSPORT SOCIETY

The RunSport Society is a not-for-profit society that presents athletics events and supports the sport of running in Greater Victoria through its marquee event the TC10K. For more information, visit: www.runsport.ca

ABOUT DEFRIAS MANAGEMENT GROUP

Established in 2015, DMG is a Canadian-based sport management consultancy providing dedicated and experienced sponsorship, marketing and event management leaders to provide real solutions to everyday problems within the sport community. For more information, visit: www.defriasconsulting.com

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