



# 21K de MONTRÉAL

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PRESS RELEASE

## **Courons MTL, producer of the Marathon Beneva de Montréal, acquires the 21K de Montréal**

Montréal, June, 10, 2024 – Courons MTL, producer of the Marathon Beneva de Montréal, has announced the acquisition of the [21K de Montréal](#), an event successfully created and produced by the Canada Running Series for over 20 years. This passing of the torch marks the beginning of a new era for this flagship event, which kicks off the calendar season for runners in Québec.

“Our organization is honoured to be picking up the baton and ensuring that this cherished event continues for Montréal’s running community,” said **Sébastien Arsenault, President and CEO, Courons MTL**. “It’s further proof of our unwavering commitment to runners, since we will be able to offer them goals at the beginning and end of the season and accompany them throughout their training.”

“This passing of the baton is very symbolic to us. It represents not only how far we have already brought this race, but it opens up brand-new possibilities for the 21K de Montréal,” said **Charlotte Brookes, Event Director, Canada Running Series**.

### A SHARED PASSION AND VALUES

The first major world-class marathon in Canada and the largest running event in Québec for over 45 years now, the Marathon Beneva de Montréal unites runners of all levels as well as people seeking a unforgettable urban experience while showcasing Montréal’s beauty and diversity. Since November 2020, the event has been produced by Courons MTL, under the auspices and expertise of the same producer behind the Grands Prix Cyclistes de Québec and the Grands Prix Cyclistes de Montréal.

“Our expertise in producing major international events and our commitment to the running world, which began in 1979, is the foundation on which we are building the future of the 21K de Montréal,” added **Sébastien Arsenault**. [Learn more about the history of the organization](#)

For his part, **Alan Brookes**, an iconic figure of running in Canada, played a key role in the reorganization of the Toronto Marathon as Co-Race Director between 1986 and 1988. In 1990, he threw himself into a new adventure that was to become the Canada Running Series. Under his leadership, the series become the most prestigious race in Canada. The 21K de Montréal, first introduced as part of the Canada Running Series, evolved from a 10K race in 1999 to a half-marathon in 2003, along with the 5K and 10K races, an apt reflection of its vibrant and growing running community.

**For several decades now, the Arsenault and Brookes families have shared a rich heritage of promoting and developing road running nationally and internationally. The continuation of the 21K de Montréal under the leadership of Courons MTL is buoyed a limitless passion and a future-focussed drive with the running community at the heart of its decisions and actions.**

The 2025 edition will take place next April 26 at Parc Jean-Drapeau, as it has in past editions, and will feature 21K, 10K, 5K and 1K races. **Registration is now open** <https://couronsmtl.com/21k-de-montreal/>

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SOURCE: Courons MTL

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