

# Niagara Falls Marathon virtual 10k available on NordicTrack treadmills

It's a sunny day in October a few hundred metres out from Table Rock as you step your way towards the finish line for the annual 10km race at the Niagara Falls International Marathon.

The energy is high as the crowd lining the course cheerfully urges all the runners on. As you approach the end of your run you can almost feel the mist from the horseshoe falls on your face.

Almost. But not really. Because you're actually getting your steps in on a NordicTrack treadmill. Your running buddy is iFit virtual trainer John Peel, a real person on a screen who is guiding you through every step of the workout with a commentary and real-life video that showcases Niagara Falls.

"This was an amazing opportunity for us to expose our 10k race and Niagara to the world," said Di Chesla, Co-Race Director for the Niagara Falls International Marathon. "This video really gives a great impression of what running our races are all about. With all the sounds and sights of our race, other runners passing by, this video is so immersive its almost like being there."

iFit is an innovative fitness platform NordicTrack introduced more than 10 years ago to offer personalized training experiences and help people get the most out of their fitness machines.

The platform has evolved and is available on select NordicTrack treadmills that bring the workout videos to life in more ways than one. iFit is a subscription service with memberships starting at \$15-a-month and these are smart machines with full-colour video screens that connect to the Internet to offer a library of more than 25,000 workouts. The Niagara Falls 10km is one of only a few videos filmed during an actual race, a small group that also includes the Boston Marathon.

"We've done videos on every continent. Pick any big tourist attraction you can think of, we've been there. They're always looking for something unique and something cool to go and shoot, so that's where Niagara Falls (came in)" said Mark Powell, vice-president of Icon Canada.

Another cool feature of iFit is that the treadmill automatically adjusts itself to match the character of the 10km route. As you approach all those subtle elevation increases and decreases on the course the

treadmill tilts up and down and the pace quickens or slows based on real-life data.

"We've partnered with Google, and using Google Map data points our product actually adjusts to the actual terrain (of the course) as mapped out by Google," said Powell.

"This workout video showcases the amazing running experience we offer here at the Niagara Falls International Marathon. We are hoping that once people get a taste of it while running on a treadmill they will want to come here, run it for real, feel the actual mist on their face and claim their medals at the finish line" said Chesla.

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If you would like more information about this topic please call Race Director Diane Chesla at 905-356-9460 or email [racedirector@niagarafallsmarathon.com](mailto:racedirector@niagarafallsmarathon.com)