

# Rachel Munday Builder

Rachel Munday is a well-known and deeply respected leader within the Manitoba running community. Since 2015, she has served as Executive Director of the Manitoba Marathon, where her passion, dedication, and leadership have strengthened the event's role as a cornerstone of the province's running culture.

Before taking on her current role, Rachel was the Regional Manager and Events Coordinator for the Running Room in Manitoba and Saskatchewan. In that capacity, she organized four to five races annually and provided guidance and support to race directors for more than 60 additional events each year. Her extensive experience in event management and her deep connections across the running community have shaped her reputation as one of Manitoba's most trusted race organizers.

Rachel's own journey as a runner began in 2004 when she and a group of friends entered the Manitoba Marathon Half Marathon. That experience sparked a lifelong connection to the sport. Within a year, she joined the Running Room on Kenaston and Grant as a part-time employee, quickly moving up to store manager and, eventually, regional manager. Through these roles, she became an integral part of Manitoba's running community, fostering relationships with runners, volunteers, and organizers across the Prairies.

An accomplished runner herself, Rachel has completed five full marathons and more than 40 half marathons across North America - including events in Toronto, Whistler, and Minneapolis - in addition to countless races right here in Manitoba. Her experience both on the start line and behind the scenes gives her a rare perspective that blends empathy for participants with the strategic insight of an event professional.

One of Rachel's most memorable experiences as a race organizer came during the 2015 Hypothermic Half Marathon, where extreme wind chills below  $-40^{\circ}\text{C}$  required quick, creative decisions to modify the course and ensure participant safety. Just days later, she stepped into her new role as Executive Director of the Manitoba Marathon - a position she continues to hold with distinction.

Under Rachel's leadership, the Manitoba Marathon has flourished. Her favorite highlight came in 2019, when the event hosted the National Half Marathon Championships, welcoming 50 elite runners from across Canada - none of whom had previously raced in Manitoba. The response was overwhelmingly positive, and the Marathon went on to host the national championships three more times with continued success.

Rachel has also transformed the Manitoba Marathon into a vibrant, year-round organization that now offers eight events annually, including the Hot Chocolate Hustle, Fast and Furry, several Beer Runs, and the Frightening Ser. She spearheaded the revival of the Winnipeg 10 & 10 (a race she founded in 2012 when working with the Running Room), which has grown from 550 runners in 2023 to more than 2,500 in 2025 - expanding race opportunities for runners of all levels across the province.

Beyond growth and innovation, Rachel has championed the Marathon's commitment to community leadership. She has prioritized inclusion and accessibility, creating opportunities for underrepresented and underserved groups to participate and feel welcome. She has also advanced the Marathon's sustainability efforts, setting the ambitious goal of achieving Gold Certification from the Council for Responsible Sport by 2026 - and is sharing those best practices with other local events to ensure that Manitoba's running community continues to make a positive environmental and social impact.

When Rachel took the helm, the Manitoba Marathon was facing financial uncertainty. Through her vision, perseverance, and ability to build a strong, dedicated team, she not only stabilized the organization but positioned it for long-term success - even weathering the challenges of the pandemic and the record heat of 2022. Today, the Marathon stands stronger than ever as it looks toward its 50th anniversary and beyond.

Rachel Munday is a true ambassador for running in Manitoba. Her leadership, integrity, and passion for community exemplify what it means to serve and inspire others through sport. She demonstrates that one does not need elite speed to make an elite impact - and she would be a most deserving inductee into the Manitoba Runners' Association Hall of Fame.