



NEWS RELEASE

FOR IMMEDIATE RELEASE

Apex Mountain Resort to Host Raid the North 36-Hour Adventure Race

TORONTO, ON. – March 14, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company, is pleased to announce that Apex Mountain Resort located in Penticton, BC will host the Raid the North adventure race this summer. Scheduled for June 15-16, this 36-hour, non-stop race will take teams of four through a 150 km unmarked course of trekking, mountain biking, canoeing and ropes.

"We are very excited to be working with Apex Mountain Resort this year. The fabulous resort location, partnered with the rugged B.C. terrain, makes this host site ideal for a Raid the North race," said Dave Zietsma, president of Frontier Adventure Racing Inc. "Our western Canada races are perhaps our most popular events and we expect a great turnout this year."

Raid the North – Apex Mountain Resort will be one of five, 36-hour races across Canada that serve as qualifiers for the Raid the North Series Championship race that will be held at the end of the season. The top five finishing teams will earn a spot in the Series Championship race, while the winners will receive free entry to that race, plus \$1,000 CDN cash.

"With the white water of the Similkamean nearby, and the summit of Apex at 7,200' in the high alpine, we have the natural terrain adventure racers are seeking," said James Shalman, director of sales for Apex Mountain Resort. "This area has all the natural elements required for a first class adventure race and being an international resort we have the infrastructure to support it."

For local residents who are interested in coming out and watching the race, there will be maps and directions available at basecamp, located at the resort. Although the race will mostly take place deep in the wilderness, there will be a few checkpoints along the route that will be accessible by car and we encourage spectators to come and cheer the teams on. The first team is expected to cross the finish line (located at the resort) around 2 a.m. on Sunday morning. The official race cut-off time is noon on Sunday.

For anyone who is not quite ready to compete in a 36-hour race, Frontier Adventure Racing Inc. will also be holding the very popular Salomon Adventure Challenge race on Saturday, June 15. This 5-8 hour race is designed to be a fun, yet challenging way to enjoy adventure racing and is a great opportunity for others to participate in this growing sport. For more information about this event please visit www.far.on.ca.

On Monday, April 8, Dave Zietsma will be offering a free presentation, "An Introduction to Adventure Racing", at 7p.m. at the Community Centre in Penticton. All local residents are invited to attend to learn about this growing sport and how they can get involved by either competing or volunteering at the race. More than 70 volunteers will be needed in total for an event of this magnitude. And although, many volunteers travel from out of town to participate, organizers prefer to work with local volunteers who are familiar with the area. For more information about volunteering, please contact Frontier Adventure Racing Inc. at 1.877.846.8889 or email info@far.on.ca.

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The schedule for the 2002 season is as follows:

Raid the North - Bark Lake Ontario	May 4-5, 2002
Raid the North - Tremblant Quebec	June 1-2, 2002
Raid the North – Apex Mountain Resort Penticton, BC	June 15-16, 2002
Raid the North – Bay of Fundy New Brunswick	July 20-21, 2002
Raid the North – Tri-Town Area New Liskeard, ON	August 10-11, 2002
Raid the North Extreme Whitehorse, Yukon Territory	August 25-30, 2002
Raid the Series Championship Elliot Lake, Ontario	September 20-22, 2002

Frontier Adventure Racing Inc.

Adventure racing is a new sport that has exploded in popularity across North America. Frontier Adventure Racing Inc. is leading that growth in Canada with its incredibly popular Raid the North Series. Now in its fifth year of operation, Frontier Adventure Racing has established an international reputation for solid logistics and challenging racecourses. These non-stop races, ranging in length from 36-hours to six-days, require coed teams of four to trek, mountain bike, canoe and negotiate fixed ropes, while navigating the unmarked racecourse through the wilderness. The exact course is kept secret until the night before the race and, even then, teams are only given topographical maps and grid coordinates for the checkpoints they must reach in order. Likened to an expedition with a stopwatch, adventure racing requires teamwork, perseverance and strong navigation and wilderness survival skills.

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