



NorDev Group

NEWS RELEASE

FOR IMMEDIATE RELEASE

Elliot Lake to Host Raid the North Series Championship

TORONTO, ON. – April 22, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company, and NorDev Group is pleased to announce that Raid the North will be returning to Elliot Lake again this year – this time for the Series Championship. In expedition-style format, this 2-½ day race will take competitors through a 250 km course of canoeing, trekking, mountain biking, and rappelling. With the expectation that all teams participating are experienced and competitive, this race is technically more challenging, as well as longer than a Raid the North qualifier race.

“Over the last few years we have seen the competitiveness among the top Canadian teams grow significantly,” said David Zietsma, president of Frontier Adventure Racing Inc. “By launching a National Championship race last year, we took our Raid the North Series to another level, where teams can push each other one step further and formalize these rivalries, while crowning a Canadian champion.”

Entering its fifth year of racing, the Raid the North series has garnered much attention from international teams because of its unique Canadian landscape and highly technical courses. Scheduled for September 20-22, the Raid the North Series Championship is expected to draw 50-60 teams from across North America, who will be vying for over \$15,000 in cash and prizes.

“Having Raid the North return to Elliot Lake is a great reflection on our community and is testament to all the supporters and hard-working volunteers who were involved with the event,” said Kate Matuszewski, director of hotel operations for NorDev Group and one of this year's event coordinators. “For a race of this kind, our pristine wilderness and challenging terrain offer participants endless opportunities to push themselves to their limits. NorDev Group is excited once again to be associated with Raid the North and looks forward to working with past volunteers and hopes to attract some new ones.”

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 Westview Park. 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 (also located at Westview Park) 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, September 21 in Elliot Lake. 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.

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Frontier Adventure Racing will also be looking for a number of local volunteers to assist in the management of this event. More than 90 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.

The schedule for the 2002 Raid the North season is as follows:

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| 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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