



# NEWS RELEASE

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## OLN's Mission: Adventure to Take On Raid the North Series Championship

**TORONTO, ON** – September 11, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company, and OLN (Outdoor Life Network) are pleased to announce that the Raid the North Series Championship will be featured on Mission: Adventure, a new action-packed half-hour series that profiles outdoor adventures across Canada.

A combination of travel, sport, nature and reality, Mission: Adventure is hosted by Tyler "Ty" Pullen and Tyler "Mac" MacLeod, two seasoned athletes who are preparing to take on this challenging 2-½ day adventure race as members of Team Mission: Adventure.

"This race brings together so many things I love about the outdoors, and combining them together in this capacity will test my physical and mental limits like nothing I've ever done before," says Mac. "Going all out for that length of time will make it more about mental dynamics than physical strength."

Unlike most of their adventures where a spirited rivalry exists between the two hosts as they compete against each other, Raid the North will force them to work together as a team as they race against the elements. In expedition-style format, this 2-½ day race, which is scheduled to take place in Elliot Lake, ON September 20-22, 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.

"Mac and I have been at each other since the first episode, pushing ourselves mentally and physically. But now it's Mac and me teaming up in a race against time and nature," says Ty. "Working together in these unpredictable surroundings might be our biggest challenge yet!"

Ty and Mac will be joining forces with Nancy Dobson, a 41 year-old stay at home mother who is a seasoned marathon and triathlon athlete. Mike "Shifty" Schaffel, a full time camera operator who loves the outdoors and high energy sporting events from traditional running and biking to extreme challenges, will be the fourth competitor. As first time participants in adventure racing, these four amateur competitors have decided to combine their strengths and weaknesses in order to push their limits and complete the race with the best possible time.

"We are very excited to have Mission: Adventure compete in our race," said David Zietsma, president of Frontier Adventure Racing Inc. "Raid the North will undoubtedly take this team out of their comfort zone and test both their mental and physical limits."

This exciting episode of Mission: Adventure is scheduled to air in the new year. Check out [www.FACETHEELEMENTS.com](http://www.FACETHEELEMENTS.com) for the complete Mission: Adventure programming schedule.

For LIVE race coverage, check out [www.RAIDTHENORTH.com](http://www.RAIDTHENORTH.com) for up-to-the-minute race standings, team information and news updates throughout the race weekend.

## **OLN**

The Outdoor Life Network delivers Canada's most compelling and comprehensive selection of outdoor programming for athletes and explorers of all ages. Daring viewers to face the elements, the 24-hour network features theme blocks dedicated to the best of outdoor sports and travel, including *Xtreme One20*, along with core programs such as *Mission: Adventure*, *Pilot Guides*, *Road Rules* and *Shipwrecked*. OLN reaches more than 11 million viewers\* and is the network to watch for the best in adventure-based programming. CTV Inc. is the managing partner of OLN. For more detailed information on programming, log on to [www.facetheelements.com](http://www.facetheelements.com).

\*According to Nielsen Media Research, All Persons 2+,  
September 1999 – May 2000, Cumulative reach over 39 weeks.

## **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 8-hours to six-days, require coed teams of four (three for SAC) 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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