



## NEWS RELEASE

FOR IMMEDIATE RELEASE

### 2002 Raid the North Extreme to be Held in the Yukon Territory

*Racecourse will follow First Nations hunting and trading routes*

**TORONTO, ON.** – February 25, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company, is pleased to announce that this year's Raid the North Extreme race will be held in the Yukon Territory, based out of the City of Whitehorse. In August 2002, sixty, four-person, international teams will converge in the Yukon to trek, paddle, bike and climb their way through 450+ kms of the most rugged wilderness Canada has to offer.

"With its majestic rivers, barren mountains, colourful valleys and more wildlife than people – the Yukon is true wilderness and true adventure," said David Zietsma, president of Frontier Adventure Racing Inc. "Combined with the support and efforts of Tourism Yukon, City of Whitehorse and Yukon First Nations Tourism Association we know Raid the North Extreme 2002 will be a race to remember."

At roughly the same size as California, but with 1/1000th the population (yet it has North America's largest population of grizzly bears), the Yukon is one of the last wilderness frontiers. First Nations peoples have been there for more than 20,000 years and in some places still live a traditional lifestyle. To showcase this rich history and culture, Raid the North Extreme's racecourse this year will follow many old First Nations hunting and trading routes as well as visit historic sites, some of which are still active.

"With the help of the Yukon First Nations we are designing a racecourse and an experience for teams that tells a story of survival in these harsh but beautiful lands," said Zietsma. "Through a warm welcoming ceremony, a racecourse with a story and a traditional First Nations "Potlatch" celebration afterward, we will show our competitors a fascinating and unique culture."

Scheduled for August 25-30, this 6-day, non-stop, expedition style race is a collaborative project with Frontier Adventure Racing Inc. working in partnership with the Tourism Yukon, Yukon First Nations Tourism Association and City of Whitehorse. "We are very excited to have been chosen by Frontier Adventure Racing to host this event," said Pierre Germain, Director of Marketing for Tourism Yukon. "Hosting an event like Raid the North Extreme will boost our local economy and generate world wide publicity for the Yukon. Yukon's magnificent wilderness, Klondike Gold Rush history and connection to First Nations culture, will provide an incredible backdrop for Raid the North Extreme 2002."

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Since its inaugural event in 1999, Raid the North Extreme has become one of the top 5+ day races on the international circuit, drawing teams from around the world, including countries as far away as Argentina, New Zealand, Malaysia and France. "Canada has some of the most spectacular and diverse terrain in the world for adventure racing," said Zietsma. "I think it's this diversity, partnered with our meticulous planning and designing that has created such an international appeal for Extreme."

Extreme is not meant for first-time competitors or those without significant wilderness experience. The course will be technical with very challenging navigation, long stretches of remote wilderness and plenty of decision-making. Entry fee is \$5,200 CDN (\$3,360 US) for a four-person team. In addition to being a qualifier for the Adventure Racing World Championships, there will be a total cash purse for Raid the North Extreme 2002 of \$30,000 CDN.

**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.

**For more information contact:**

Nancy Marshall  
Public Relations Manager  
Frontier Adventure Racing Inc.  
T. 416.783.4464 or 1.877.846.8889  
E. nancy@far.on.ca  
www.raidthenorth.com