



NEWS RELEASE

FOR IMMEDIATE RELEASE

Salomon Adventure Challenge To be Held in the Kawarthas

5-8 hours of trekking, mountain biking and paddling

TORONTO, ON. – August 19, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company and Salomon Canada are pleased to announce that the Township of Douro-Dummer will host the Kawarthas Salomon Adventure Challenge in Warsaw, ON this fall. Scheduled for Sunday, September 15, this five to eight hour adventure race, will take teams of three through a 40+ km unmarked course of trekking, mountain biking and paddling.

"Our fall race was originally slated for Western Quebec, but the opportunity presented by the Kawarthas was too good to pass up," said Salomon Adventure Challenge Series Manager, Pete Cameron. "This area has so much to offer outdoor enthusiasts, including the Warsaw Caves Conservation Area with its myriad of caving and spelunking adventures, the Petroglyphs Provincial Park which has the largest concentration of aboriginal rock carvings in North America, and an abundance of rivers, lakes and wildlife."

The Salomon Adventure Challenge Series was introduced last year as a fun, yet challenging way to enjoy adventure racing. Designed for those people who are looking for an introduction into adventure racing, as well as those who are looking for some training experience before entering a longer race, these races are open to anyone 16 years of age or older and each team must consist of three athletes. Cost per team is \$300 CDN. For more information and to register, please visit www.FAR.on.ca.

In addition to the Salomon Adventure Challenge race, Frontier Adventure Racing will also be offering a pre-race training program on the Saturday prior to the race. Taught by David Zietsma, president of Frontier Adventure Racing and team captain of Team Schick Xtreme 3 Salomon, this one-day training program will cover all aspects of adventure racing, including teamwork, navigation, equipment and survival skills. Open to anyone, whether participating in the race or not, this program is great for first-timers who want to learn more about the sport, and for experienced competitors who want to take their skills to the next level.

Registration information for both the Pre-Race Training Program and Salomon Adventure Challenge are available online at www.RAIDTHENORTH.com.

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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. 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.

About Salomon Canada

Salomon is one of the portfolio of sports brands of adidas-Salomon AG, the number two sporting goods manufacturer in the world. In Canada, Salomon is based in Concord, Ontario. Salomon design, development, and manufacturing are located in Annecy, France, and Boulder, Colorado. Salomon products include technical mountaineering, backpacking and outdoor footwear; inline skates; cross-country ski boots and bindings; alpine skis, boots and bindings; Snowblades™; snowboards, and snowboard boots and bindings. The adidas-Salomon brand portfolio also includes adidas footwear and apparel, TAYLOR MADE golf clubs and accessories, MAVIC wheels and bicycle rims, and BONFIRE SNOWBOARDING apparel and accessories. Salomon information can be accessed on the World Wide Web at www.salomonsports.com.

About 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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