



MEDIA RELEASE
March 2, 2011

RAID THE NORTH EXTREME APPROACHES SELL-OUT

With five months until teams gather in British Columbia at the start line of *Raid the North Extreme 2011*, organizers say the event will soon be sold out!

Due to the rugged wilderness nature of the course, registration is capped at 50 teams. This ensures the highest standards of safety and logistical support is achieved at all times, and provides a world-class experience for all teams, communities and partners of this internationally acclaimed expedition race.

The current roster of 47 registered teams is quite diverse, both in terms of countries and experience levels. Canada and the US are well-represented, almost from coast to coast to coast, with teams coming from BC across to Quebec, and from 16 states including Texas, Maryland, California, and Pennsylvania. Teams are also registered from Australia, Mexico, Ireland, Switzerland and St Martin.

The list of teams, complete with information on each racer, can be seen at www.raidthenorthextreme.com.

"I can't recall this level of enthusiasm for RTNX since we hosted the AR World Champs back in 2004," said race director Geoff Langford.

The internationally acclaimed expedition race will happen July 23 to 31, 2011, in the rugged and historic West Kootenays of BC.

Four-person co-ed teams will travel 6 days non-stop, navigating a 500km+ unmarked expedition course through the Selkirk, Monashee and Purcell mountain ranges in BC's West Kootenays by foot, canoe, kayak, mountain bike and fixed ropes.

Two key RTNX media partners have also signed up their sponsored teams – Team CheckPointTracker.com, and Team ExploreCompeteLive.com. RTNX recently joined the burgeoning CheckPoint Tracker series as the first Canadian event, worth a significant 200

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points. Online publication ExploreCompeteLive.com has become the voice of adventure racing, and has fielded a competitive team at key events in recent years.

"ExploreCompeteLive.com is proud to partner with one of the iconic events in the sport of adventure racing," said Clay Abney, editor of the website. "We are very excited about racing in British Columbia and we know RTNX will be one of the highlights in 2011!"

Frontier first hosted *Raid the North Extreme* ("RTNX") in 1999, and it is now one of the world's longest-running and most recognized expedition-length adventure races. Renowned for its focus on real wilderness, real navigation, and real adventure, *RTNX* is a traditional wilderness adventure race.

"RTNX is, and has always been, a hard-core traditional expedition race," said Langford. "We design true point to point courses that traverse the landscape as an early explorer would have. Competitors will have to deal with exhaustion, weather, elevation and anything else Nature will offer up that week. There's a good chance they won't finish this race. This is not a scavenger hunt or a day hike; this is real, challenging expedition racing."

Raid the North Extreme is more than a challenging wilderness expedition; the race has always served as a platform to highlight the host region's history, character and communities. The rich mining and pioneer spirit of the area will capture the imagination of racers as they experience abandoned railway trestles and tunnels, dormant volcanoes, old mining access trails and ghost towns.

REGISTRATION DETAILS:

Registration for this 6-day, non-stop race includes one night accommodations before and after the event and shuttles to and from the regional airport. All watercraft will be provided and this will be an unsupported race. As well, teams are treated to opening and closing ceremonies, pre- and post-race meals, including a legendary post-race party, and one of the best race courses ever laid out in North America -- in true *Raid the North Extreme* style.

Registration is open at the incredible price of \$4500 CDN.

For more information, visit www.raidthenorthextreme.com, or contact race organizers at adventure@raidthenorth.com.

SUMMARY:

WHAT: Raid the North Extreme

WHERE: BC's West Kootenays

WHEN: July 23-31, 2011

ORGANIZED BY: *Frontier Adventure Sports & Training Inc.*, Canada's premier adventure racing company

ENTRY: \$4500 CDN per 4-person co-ed team

REGISTRATION: Registration is open at www.RaidTheNorthExtreme.com.
Registration is limited to 50 teams.

IMAGES: Rights-free images are available for download in any resolution at:
http://frontier.smugmug.com/Adventure-Racing/Raid-the-North-X/11803049_x2fkx#833823803_uSHLD,
with credit to Frontier Adventure Sports.

ABOUT FRONTIER ADVENTURE SPORTS & TRAINING INC:

Frontier Adventure Sports & Training Inc (Frontier) is the leading adventure racing company in Canada, operating the popular *Raid the North* and *Frontier Adventure Challenge* series. Heading into its 14th year of operation in 2011, *Frontier* has established an international reputation for solid logistics and challenging race courses. Providing traditional wilderness adventure race experiences has been *Frontier's* focus since day one. Often building courses around the history and traditions of the regions competitors travel through, *Frontier* remains true to its slogan: Real Wilderness. Real Navigation. Real Adventure.

FOR FURTHER INFORMATION:

Geoff Langford
Chief Adventure Officer
Frontier Adventure Sports & Training Inc
geoff@raidthenorth.com
1.888.295.8181

John Reed
Partnership Development
Raid the North Extreme
john@raidthenorth.com
250.368.1136

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