



**MEDIA RELEASE
October 5, 2010**

RAID THE NORTH EXTREME - WEST KOOTENAYS – DATE ANNOUNCEMENT

Organizers of *Raid the North Extreme*, the internationally acclaimed expedition race, have finalized dates for the 2011 edition to be hosted in the West Kootenays. The 6 day non-stop multisport race will run through the week of July 23 to 31, 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.

Over 6 days non-stop, day & night, adventure athletes in co-ed teams of four will navigate a 500km+ expedition over an unmarked route through the rugged and historic West Kootenays by canoe, kayak, mountain bike, fixed ropes, and on foot.

"It's hard to imagine a better place for a wilderness expedition race than the West Kootenays," said Geoff Langford, *RTNX* Race Director. "A pristine region of rivers, lakes and waterfalls; alpine meadows and jagged snow-capped mountains; beaches and hot springs, the West Kootenays grabs at the adventurer's soul".

For Langford, the last week of July is as near to perfect as he could hope. The height of summer in the West Kootenays, with temperatures averaging in the high 20s and long days with over 14 hours of sunshine, ensures teams will be able to soak in the beauty of the area. But the nights, with no moon on July 30, will still be challenging.

The race will feature significant alpine travel, where wildflowers will be at their peak, lakes will be open, and trails will be dry with most of the snow gone. Lake and river levels will still be high and fun, but not as dangerous as spring conditions.

Real Wilderness. Real Navigation. Real Adventure.

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 First Nations communities. The rich mining and pioneer spirit of the area will capture the imagination of racers as they experience dormant volcanoes, abandoned railway trestles and tunnels, old mining access trails, and ghost towns.

Racers will never be alone with the abundant wildlife of the area, as plentiful populations of eagles, moose, elk, bighorn sheep, and bears make the area home.

Co-ed teams of four are expected to travel to the race from all corners of Canada and the US, as well as Australia, New Zealand, the UK and South America. Frontier provides teams with a true wilderness expedition experience: armed with maps and a compass, they must select their own routes between checkpoints, often navigating more than 75kms with no course markings. Only magnetic north and a sense of adventure will guide their way.

Teams receive their maps one day in advance to allow just enough time to plan their route and strategy. Navigation is often the single biggest challenge of this race, although unpredictable autumn weather in the Rockies will also impact who wins, and even who finishes.

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. Frontier builds race courses that traverse the landscape as nature would have it – and as historic explorers already have.

Registration opens Friday, Oct 15 with only ten spots available at an early registration discount of \$3995 CDN.

For more information, visit www.raidthenorthextreme.com, or contact Geoff at 1.888.295.8181 or geoff@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
First 10 teams receive early pricing of \$3995 CDN.
- REGISTRATION: Registration opens Friday, Oct 15 at 12noon EST for the first 10 discount entries, online at www.RaidTheNorthExtreme.com.
Registration is limited to 50 teams.

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