



Adair's Wilderness Lodge

NEWS RELEASE

FOR IMMEDIATE RELEASE

Adair's Wilderness Lodge to Host Salomon Adventure Challenge

Eastern Outdoors Brings Adventure Racing to Sussex Area

TORONTO, ON. – May 14, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company and Eastern Outdoors Inc. (FAR's east coast adventure race organizer), are pleased to announce that Adair's Wilderness Lodge will host the Salomon Adventure Challenge in the Sussex area. Scheduled for Saturday, July 20, this five to eight hour adventure race, will take teams of three through a 40+ km unmarked course of trekking, mountain biking and paddling.

"We are very excited to be bringing adventure racing to New Brunswick," said Jayme Frank, Adventure Race Manager for Eastern Outdoors. "In the last few years we have seen adventure racing grow in popularity, with more and more people looking to get into the sport. The Salomon Adventure Challenge was designed for those people who are looking for that introduction into adventure racing, as well as those who are looking for some training experience before entering a longer race."

The Salomon Adventure Challenge Series was introduced last year as an addition to the very popular Raid the North 36-hour adventure race series that will also be held in Sussex the weekend of July 20-21. A fun, yet challenging way to enjoy adventure racing, these shorter Salomon Adventure Challenge 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.

The schedule for this year's Salomon Adventure Challenge Series is as follows:

Horseshoe Resort (Barrie, ON) - March 3
Bark Lake, ON - May 4
Tremblant, QC - June 1
Apex Mountain Resort (Penticton, BC) – June 15
Parry Sound, ON – June 23
New Brunswick - July 20
New Liskeard, ON - August 10
Western Quebec – September 15
Elliot Lake, ON - September 21

Eastern Outdoors will also be looking for a number of local volunteers to assist in the management of this event and the Raid the North 36-hour adventure race that will be held on the same weekend at Adair's. 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.

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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.

Eastern Outdoors Inc.

Offering sea kayaking tours, expeditions and instruction, as well as whitewater kayaking and rafting excursions Eastern Outdoors is Atlantic Canada's most experienced paddle sport outfitter. Along with multi-sport and adventure races, adventure training courses and a retail outlet Eastern Outdoors is an excellent one-stop adventure shop. For more information on Eastern Outdoors, visit www.easternoutdoors.com.

Frontier Adventure Racing Inc.

Adventure racing is the fastest growing sport in the world, and Frontier Adventure Racing Inc. is leading that growth in Canada with its incredibly popular races and training programs. 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 5-8 hour, Salomon Adventure Challenge, 36-hour Raid the North Series and the 6-day Raid the North Extreme, require teams to trek, mountain bike, paddle and negotiate fixed ropes, while navigating an unmarked course through the wilderness. Likened to an expedition with a stopwatch, adventure racing requires teamwork, perseverance and strong navigation and wilderness survival skills.

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