



# NEWS RELEASE

FOR IMMEDIATE RELEASE

## Elk Lake Eco Resource Centre to Host the Salomon Adventure Challenge

*5-8 hours of trekking, mountain biking and paddling*

**TORONTO, ON.** – July 8, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company and Salomon Canada are pleased to announce that the Elk Lake Eco Resource Centre (located on the Montreal River, 65 kms west of New Liskeard) will host the Salomon Adventure Challenge. Scheduled for Saturday, August 10, this five to eight hour wilderness adventure race, will take teams of three through a 40+ km unmarked course of trekking, mountain biking and paddling.

"The Elk Lake Eco Resource Centre is an ideal location for this type of event," said Pete Cameron, Salomon Adventure Challenge Series Manager. "Located right in the heart of the Temiskaming area, this race will take competitors through some very rough, but beautiful wilderness terrain. Also being within close proximity of some major city centres, we hope to attract many participants from the surrounding communities including Timmins, North Bay and Sudbury."

The Salomon Adventure Challenge Series was introduced last year as a fun, yet challenging way to enjoy adventure racing. The 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](http://www.FAR.on.ca).

"In the last few years we have seen adventure racing grow in popularity, with more and more people looking to get into the sport," said Cameron. "This series of races 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 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  
Elk Lake, ON - August 10  
Western Quebec – September 15  
Elliot Lake, ON - September 21

- more -

Frontier Adventure Racing 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 in New Liskeard. 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](mailto: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](http://www.salomonsports.com).

### **About 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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