



NEWS RELEASE

FOR IMMEDIATE RELEASE

Battle to the Finish at the Parry Sound Salomon Adventure Challenge

Local Team White Squall Places Second

TORONTO, ON. – June 25, 2002. Frontier Adventure Racing Inc., Canada’s premiere adventure racing company and the Town of Parry Sound, are excited to announce the results of the Salomon Adventure Challenge held this past Sunday in Parry Sound. This 5-8 hour adventure race saw 47 teams mountain bike, trek and paddle their way through a 40+ km unmarked course in and around Parry Sound and the surrounding area.

Team Hunger from Woodbridge, Ontario came in first place with a time of 4 hrs, 24 mins. Close on their heels was Parry Sound locals, Team White Squall who crossed the finish line just 3 minutes after them. A total of 43, of the 47 teams competing, completed the race, including 3 unranked teams. The following is a complete list of the final results:

Rank (Overall)	Rank (By Category)	Team Name	Location	Finish Time
1 st	1 st (open)	Hunger	Woodbridge, ON	4 hrs, 24 mins
2 nd	2 nd (open)	White Squall	Parry Sound, ON	4 hrs, 27 mins
3 rd	1 st (coed)	Freaks of Nature	Mississauga, ON	4 hrs, 55 mins
4 th	2 nd (coed)	Venumazepula	Barrie, ON	5 hrs, 31 mins
5 th	3 rd (open)	Norcast	Toronto, ON	5 hrs, 36 mins
6 th	4 th (open)	Handicapped Crew	Kitchener, ON	5 hrs, 38 mins
7 th (tie)	3 rd (coed)	Wilderness Addicts	Parry Sound, ON	5 hrs, 43 mins
7 th (tie)	5 th (open)	Gordo	Ottawa, ON	5 hrs, 43 mins
8 th	6 th (open)	Kinetic Konnection	Windsor, ON	5 hrs, 44 mins
9 th	4 th (coed)	IGA	Parry Sound, ON	5 hrs, 49 mins
10 th	7 th (open)	GPS	Mississauga, ON	5 hrs, 49 mins
11 th	8 th (open)	Intrepid	Oshawa, ON	5 hrs, 50 mins
12 th	9 th (open)	Nouveau Voyageurs	Parry Sound, ON	5 hrs, 51 mins
13 th	5 th (co-ed)	Lather Rinse Repeat	Toronto, ON	6 hrs, 13 mins
14 th	10 th (open)	Mal Hil Ril	Hamilton, ON	6 hrs, 16 mins
15 th	6 th (coed)	Bitey Goats	Stirling, ON	6 hrs, 19 mins
16 th (tie)	7 th (coed)	Forest Park	Mississauga, ON	6 hrs, 20 mins
16 th (tie)	11 th (open)	Crusaders	London, ON	6 hrs, 20 mins
17 th	12 th (open)	Ndewema	Pickering, ON	6 hrs, 21 mins
18 th	13 th (open)	Where’d Who Go	Toronto, ON	6 hrs, 22 mins
19 th	14 th (open)	Ekolu Momona Kamali	London, ON	6 hrs, 31 mins
20 th	15 th (open)	Three Bad Mofos	Toronto, ON	6 hrs, 32 mins
21 st	8 th (coed)	Waka	Milton, ON	6 hrs, 36 mins

Rank (Overall)	Rank (By Category)	Team Name	Location	Finish Time
22 nd	9 th (coed)	Recollections.ca	Kitchener, ON	6 hrs, 40 mins
23 rd	10 th (coed)	Kenetically Challenged	Burlington, ON	6 hrs, 41 mins
24 th	11 th (coed)	Two Thongs and a Dong	Toronto, ON	6 hrs, 52 mins
25 th	14 th (coed)	Due Southor South?	Pickering, ON	7 hrs, 11 mins
26 th	15 th (coed)	Canoe Lake	Toronto, ON	7 hrs, 16 mins
27 th	18 th (open)	Ibuprofen	Oakville, ON	7 hrs, 18 mins
28 th (tie)	16 th (coed)	Come From Behind	Thornhill, ON	7 hrs, 20 mins
28 th (tie)	19 th (open)	Phat Bastard	Toronto, ON	7 hrs, 20 mins
29 th	20 th (open)	Dragon	Markham, ON	7 hrs, 22 mins
30 th	16 th (open)	Comtech	Windsor, ON	7 hrs, 3 mins
31 st	22 nd (open)	K-Town Breakdown	Kingston, ON	7 hrs, 34 mins
32 nd	17 th (coed)	Lame Name	Toronto, ON	7 hrs, 38 mins
33 rd	12 th (coed)	Outta Time	Toronto, ON	7 hrs, 4 mins
34 th	18 th (coed)	Kilwopi	Toronto, ON	7 hrs, 51 mins
35 th	21 st (open)	Kinetically Challenged	Ancaster, ON	7 hrs, 53 mins
36 th	17 th (open)	Enchanted Cups	Sault Ste. Marie, ON	7 hrs, 8 mins
37 th	13 th (coed)	Thrilllogy	New Lowell, ON	7 hrs, 9 mins
UR	UR (coed)	Special Club	Clarkston, MI	8 hrs, 8 mins
UR	UR (coed)	Red 5	Ann Arbor, MI	8 hrs, 8 mins
UR	UR (open)	Rosa da Whoer	Toronto, ON	9 hrs, 24 mins

This Salomon Adventure Challenge race, which included a field of 47 teams from across Ontario and Michigan, began at 10:30 a.m. on Sunday morning with overcast and humid conditions. The first leg of the race involved an 18 km mountain bike ride from the tourist information centre located on HWY #69 just south of Parry Sound, along the Seguin Trail to Isabella Lake. From here teams continued on foot along snowmobile trails for an 11 km trek, which ended with a very challenging, bushwhack leading teams to the north end of Cramadog Lake. Here they got back on their bikes and headed southbound on McDougall Road, 5 kms to the canoe put-in on Mill Lake. Teams paddled 8 kms across Mill Lake and down the Seguin River. After three portages around dams and paddling against strong winds and rain, teams reached the finish line at Waubuno Beach.

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

- March 3 **SAC - Horseshoe Resort** (Barrie, ON)
- May 4 **SAC - Bark Lake** (Ontario)
- June 1 **SAC - Tremblant** (Quebec)
- June 15 **SAC - Apex Mountain Resort** (Penticton, BC)
- June 23 **SAC - Parry Sound** (Ontario)
- July 20 **SAC - Sussex** (New Brunswick)
- August 10 **SAC - Tri-Town Area** (Haileybury, ON)

2002 Schedule Cont'd...

September 15 **SAC - Western Quebec**
September 21 **SAC - Elliot Lake (Ontario)**

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 fourth 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 36-hours to six-days, require coed teams of four 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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