



NEWS RELEASE

FOR IMMEDIATE RELEASE

Town of Parry Sound to Host Adventure Race

The Salomon Adventure Challenge

TORONTO, ON. – April 29, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company and Salomon Canada are pleased to announce that the Town of Parry Sound has been chosen to host the Salomon Adventure Challenge on Sunday, June 23. This 5-8 hour adventure race will take open and co-ed teams of three through a 40+ km unmarked racecourse of trekking, canoeing and mountain biking.

"The Georgian Bay area offers an ideal landscape for adventure racing," said Pete Cameron, Salomon Adventure Challenge Series manager. "With its rocky terrain, lush forests and plentitude of lakes and waterways, we are able to offer a beautiful, yet technically challenging course for all levels of competitors."

The Salomon Adventure Challenge Series was introduced last year as a fun, yet challenging way to enjoy adventure racing. This year there are nine events scheduled across Canada. The races are open to anyone 16 years of age or older and each team must consist of three athletes.

"The Town of Parry Sound is very pleased to announce a wonderful new partnership with Frontier Adventure Racing Inc.," said April Heitman, leisure services coordinator for the Town of Parry Sound. " This is a great opportunity for our town to promote our area as an outdoor adventure destination and we are very excited to be included in the Salomon Adventure Challenge Series tour."

In addition to the Salomon Adventure Challenge race, Frontier Adventure Racing will also be offering a pre-race training program on the Saturday prior to the race. The one-day training program will cover all aspects of adventure racing, including teamwork, navigation, equipment and survival skills. Open to anyone, whether participating in the race or not, this program is great for first-timers who want to learn more about the sport, and for experienced competitors who want to take their skills to the next level. FAR will also be offering a free informational presentation on the Saturday morning titled 'The World of Adventure Racing', featuring David Zietsma, president of Frontier Adventure Racing and team captain of Team Subaru Outback. Further details about this presentation will be available in the next few weeks.

Registration information for both the Pre-Race Training Program and Salomon Adventure Challenge are available online at www.RAIDTHENORTH.com.

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
Sussex, NB - July 20
Tri-Town Area, ON – August 10
Elliot Lake, ON - September 21
Western Quebec – September 15

Frontier Adventure Racing will also be looking for a number of local volunteers to assist in the management of this event. 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.

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 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.

For more information contact:

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