



Media Invitation

Raid the North Extreme Yukon Territory August 25-30, 2002

Frontier Adventure Racing Inc., Canada's premiere adventure racing company, and Yukon Tourism, would like to invite you to attend one of the world's top adventure races, Raid the North Extreme. This year's race will be hosted by the City of Whitehorse in the Yukon Territory. Scheduled for August 25-30, this 6-day, non-stop, expedition-style race will take 60 teams of four through a 450+ km unmarked course of trekking, mountain biking, canoeing and rappelling. To showcase the rich history and culture of the Yukon, Raid the North Extreme's racecourse will follow many old First Nations hunting and trading routes, as well as visit historic sites.

Since its inaugural event in 1999, Raid the North Extreme has become one of the top adventure races on the international circuit, attracting some of the biggest names in adventure racing and teams representing over eight different countries. Last year, Raid the North Extreme was invited to become a member of the World Adventure Racing Series and a qualifier for the World Championship Adventure Race.

Extreme is not meant for first-time competitors or those without significant wilderness experience. The course will be technical with very challenging navigation, long stretches of remote wilderness and plenty of decision-making. A total cash purse of \$30,000 CDN will be awarded: first - \$15,000, second - \$8,000, third - \$4,000, fourth - \$2,000, fifth - \$1,000.

As a Raid the North Extreme media guest you will receive airfare to and accommodations in Whitehorse, as well as VIP access to the racecourse, where you will have the opportunity to watch these top athletes in action and be able to speak to them one-on-one. Daily shuttles out onto the course and scheduled flights into remote checkpoints will also be available. The week's events will also include many cultural activities including a Welcoming Ceremony hosted by the Yukon First Nations and a traditional "Potlatch" celebration at the end of the race. Through the efforts of the Yukon First Nations Tourism Association and the Gathering of Traditions Potlatch organization we plan to give you an unforgettable taste of the First Nations culture of the Yukon.

Yukon Tourism is currently looking for a variety of different media outlets to cover this event, including AR industry publications, travel and leisure magazines, major daily newspapers and international television networks. This race is not only a great opportunity to promote the sport of adventure racing, but it is also a unique opportunity to showcase the Yukon as an ideal adventure travel destination. If interested in submitting a media accreditation application, please go to <http://www.raidthenorth.com/mediacentre.html> and click on Extreme Media Accreditation Application. We will be accepting application forms until Friday, August 2.

For more information about Raid the North Extreme, please visit <http://www.raidthenorth.com/rtnex.html>.

If you require further information or have any questions, please contact:

Nancy Marshall
Public Relations Manager
Frontier Adventure Racing Inc.
T. 416.783.4464 or 1.877.846.8889
E. nancy@far.on.ca
www.RAIDTHENORTH.com