



NEWS RELEASE

FOR IMMEDIATE RELEASE

Canada's Ultimate Adventure Race Series Slated to Raid the Yukon Next Week

TORONTO, ON. – August 13, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company is pleased to announce the schedule of events for Canada's Ultimate Adventure Race Series – Land Rover's Raid the North Extreme, presented by Super Strength Motrin*IB. This six-day, non-stop wilderness adventure race is scheduled to take place in the Yukon the week of August 25-30.

Since its inaugural event in 1999, Raid the North Extreme has become one of the top 5+ day races on the international circuit, drawing teams from around the world, including countries as far away as Argentina, New Zealand, Malaysia and France. To date 28 international teams from five different countries, including Canada, U.S., France, New Zealand and Columbia have signed up to tackle this grueling expedition through a 500+ km course of mountain biking, paddling, trekking and ropes through the Yukon's rugged interior. 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. The winning team will also receive free entry into the World Championship Adventure Race to be held in 2003.

Frontier Adventure Racing Inc. has been working closely with Tourism Yukon, The City of Whitehorse and the Yukon First Nations Tourism Association over the last few months to create a racecourse and festival that celebrates the unique culture of the Yukon and the Yukon First Nations. The event will kick off with an opening ceremony hosted by the Yukon First Nations on Friday, August 23 at 7:00 p.m. in Rotary Park. The public is invited to come down and meet the competitors and partake in the festivities, which will include story telling, traditional music and food.

The race will begin at 8:00 a.m. Sunday, August 25 and will run through to midnight on Friday, August 30 – the finish line will also be located in Rotary Park. Awards will be given out at an awards ceremony on Saturday, August 31 at Mount MacIntyre. Teams will be treated with a traditional First Nations feast, which will be accompanied by drumming, dancing and stick gambling.

During the event, race headquarters will be located at the Whitehorse Visitor Centre where spectators will be able to get up-to date race reports and team results. If unable to attend the event, FAR will be offering a live Web cast. Check out www.RAIDTHENORTH.com for up to the minute race standings and new updates.

**Raid the North Extreme
Yukon Territory**

Schedule of Events

Friday, August 23	8:00 a.m. – 6:00 p.m.	Race Registration (Whitehorse Visitor Centre)
	7:00 p.m. – 9:00 p.m.	Opening Ceremonies (Rotary Park) <i>Official welcome to the Yukon from Yukon First Nations and Yukon Government</i>
Saturday, August 24	8:00 a.m. – Noon	Race Registration (Whitehorse Visitor Centre)
	1:00 p.m. - 3:00 p.m.	Race Briefing (Mount MacIntyre)
	3:30 p.m. – 5:30 p.m.	Volunteer Briefing (Mount MacIntyre)
Sunday, August 25	8:00 a.m.	Race Starts
Friday, August 30	Midnight	Official Race Cut Off Time
Saturday, August 31	1:00 p.m. – 5:00 p.m.	First Nations Celebration & Awards Ceremony (Mount MacIntyre)
	7:00 p.m.	After Party Hosted by Yukon Brewing Company (Mount MacIntyre)

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 the 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:

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