

Subaru Primal Quest Fact Sheet

Dates:

September 5th – 16th, racers must be present on September 1st, 2003.

Race Directors:

Dan Barger
Jeff Mack
Pat O'Malley
Denise Watkins

Location:

Lake Tahoe, California

Description:

LENGTH: 400+ miles

TEAMS: 100

LOCATION: Lake Tahoe Area

PRIZE PURSE: \$250,000

World-renowned for its emerald blue waters nestled in the Sierra Nevada Mountains, the Lake Tahoe area is stunning to say the least. The Donner Party battled their own challenges up and over the mighty Sierras, making history in the process. The Gold Rush spurred a massive surge West in an adventure for wealth and survival. One hundred co-ed teams of four will navigate through a 400+ mile course kept secret until race day. Elevation ranges fall between nearly sea level and 11,000 feet. Participants will use the following disciplines during their adventure, which will last up to ten days.

Disciplines:

Caving
Mt. Biking
Hiking
Rappelling
White Water Paddling
Flat Water Paddling
Night Navigation
Orienteering
Road Biking
Roller blade / Scooter / Skate

Media Coverage:

May 6th, 2003

CBS to Televisе Subaru Primal Quest First Expedition Adventure Race on Major Network

San Jose, Calif. -- The Subaru Primal Quest today announced that its second-annual race will be broadcast nationwide on CBS in Jan, 2004. Expedition adventure racing, commonly regarded to be the fastest growing outdoor sport in the nation, has never before been telecast on a major broadcast network.

The weekend broadcast, slated to air immediately following the network's NFL coverage, will be the highest-profile appearance of the young sport since its inception in 1989...

Significantly, the race is a non-stop 24-hour endurance event; the lead teams are expected to log no more than 2-3 hours of sleep per night during the entire race...

Race director Dan Barger notes that the current trend toward reality TV makes adventure racing a compelling attraction, "No one doubts that adventure racing is the world's most arduous sport. The competitors are out in the backcountry with just a map, a compass and minimum safety gear, and will cover hundreds of miles of brutal terrain. It is not for the faint of heart, and the top teams feature some of the most fit people on the planet."

The competition has drawn entries from Columbia, Australia, Ireland, Spain, Mexico, Brazil, Costa Rica, Norway, Sweden, Canada, Poland, France, Switzerland and New Zealand.

Quote obtained from www.subaruprimalquest.com

Although CBS Sports has exclusive rights to the race coverage, adventureracers.us teammates will seek local and regional media coverage as a benefit to sponsors and to assist with the growth of the sport that they are so passionate for. Examples from previous race media coverage are available by request.

