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## 2008 Terra Traverse Expedition Journey Adventure Announces Location and Dates

Missoula, MT- Terra Traverse™ is pleased to officially announce the stunning Province of Quebec as the location of our 2008 event. Terra Traverse™ will take place over seven days, October 4<sup>th</sup> through October 10<sup>th</sup> through spectacular wilderness and fall foliage. Terra Traverse™ is also part of Quebec City's 400<sup>th</sup> Anniversary celebration as North America's oldest city.

"Aventure Ecotourisme Quebec, Quebec's association of adventure professionals is proud to be an organizing partner of Terra Traverse and looks forward to sharing its expertise and know-how on the ground. Quebec is renowned for its exceptional landscape and its eco- and adventure tourism industry. Its immense territory of more than 1.6 million sq. km, million lakes and thousands of rivers represents a great place to hold the Terra Traverse race, "and Pierre Hersberger, chairman of Aventure Ecotourisme Quebec.

"Quebec provides an outstanding landscape for the inaugural Terra Traverse™; from cliff-lined seascapes, epic rivers, vast forests and diverse eco-systems to dramatic elevation changes. The event will showcase one of the finest expedition adventure racing courses ever designed. "We are genuinely excited about elevating the sport to the next level and increasing it's visibility around the world", Race Director Ian Adamson commented.

Terra Traverse™ and its Expedition Journey format was born from the need to provide a journey style, expedition length adventure race that caters to athletes, team sponsors, advertisers and media. We are bringing together the world's best course designers, race directors and television producers to create an event that brings the sport of adventure racing into a new era of professionalism and media awareness.

This new format has many advantages, allowing courses to be faster, safer, longer and more technically demanding. Concurrently, logistics are simplified and media has better access. Race coverage by print and television media is enhanced providing team sponsors and event advertisers more valuable exposure.

Our Expedition Journey format reduces competitor equipment loads by eliminating the typical "death march" factor, creating faster paced racing and covering greater distances in a much shorter time. The race is a geographic and cultural journey, providing multiple starts and finishes with teams racing side by side throughout the entire competition.

Terra Traverse™ is more than simply a race; it is a world class multi-sport endurance competition and television production that inspires competitors and viewers with an exhilarating and dramatic experience in spectacular locations.

"We are providing value for competitors that is unparalleled in the adventure racing world", says Executive Producer John Barrett. "By working with the Province of Quebec and other partners, we have reduced entry fees while providing significant prize money, a television mini-series, accommodation for athletes and a magnificent course."

Registration is in full swing! Registration fees for the 2008 Terra Traverse™ are 10,000 per 4 person, co-ed team. Detailed information is available at [www.terratraverse.com](http://www.terratraverse.com). For immediate contact, e-mail [info@terratraverse.com](mailto:info@terratraverse.com).