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**Contact:** info@terratraverse.com

### **Ian Adamson and Terra Traverse Partner for the New Era in Adventure Racing**

Missoula, MT - Ian Adamson, along with the Terra Traverse team, are working hard at planning a new era in Adventure Racing; Terra Traverse Quebec! Terra Traverse Quebec will take place October 4-10, 2008 in the epic and historic province of Quebec, Canada. "Terra Traverse re-invents adventure racing in a form that captures the golden era of the Eco-Challenge and the Raid Gauloises" says Adamson. "Major television coverage will capture the true drama of the race in a spectacular and challenging venue equal to any previous expedition style competition. In addition we have a competitor package that brings back professionalism to the sport. Widely distributed prize money, hotel room nights, transfers, meals and much more is provided. No other event does this, in fact the value of the race goes far beyond simply having the best course and media coverage."



For Ian designing a challenging, diverse and unique course is only one element of a larger endeavor. "Terra Traverse is more than just a race, it is a full blown event. Every component of the event influences the other, course design, rules, media access, safety, communications, technical difficulty, high level accommodations, wilderness access, etc. We are working closely with the Quebec government and consequently have amazing access to wilderness, cultural and historic locations that will simply blow the competitors away." In order to bring all these components together requires the utmost expertise and for this reason Terra Traverse is thrilled to have Ian on board bringing unmatched experience in both racing and promoting the sport of AR.



Photo Courtesy of Dan Campbell

Ian's background as both an elite adventure racer and event manager makes him a natural fit as Race Director for Terra Traverse Quebec. It is not an overstatement to say Ian is the most successful adventure racer of all time. Ian began competing professionally in adventure races in 1997. Over the course of 11 years he won 7 world championships as well as 20 international adventure race championship titles. On top of competing in adventure races throughout the world he also was the CEO of Ado Consulting, LLC in which he oversaw project management, event production and race directing.

Ian took on the challenge of Race Director for Terra Traverse because of his passion to stay connected to the sport. With 24 years of experience in adventure racing, Ian along with the Terra Traverse team, are able to combine the best multi-day races like Eco-Challenge, the Raid World Championships and the Outdoor Quest into one big, exciting race. Ian says, "We aim to provide the best possible combination of technical challenge, cultural, social and historic experience and athletic competition through unparalleled wilderness environments, all covered intensively by television and other media."

### **About Terra Traverse**

Terra Traverse will launch its inaugural Expedition Journey format Adventure Race October 4-10, 2008 in the spectacular province of Quebec Canada. The first Terra Traverse event will include 75 four-person coed teams covering approximately 600 kilometers across stunning terrain. For more information visit [TerraTraverse.com](http://TerraTraverse.com).