

FOR IMMEDIATE RELEASE:

100km Multisport Race to trek across Bruce Peninsula

WIARTON- February 28th, 2011

GriggSport Strategies and Van Dorp Racing are pleased to announce the inaugural Bruce Peninsula Race, a unique 100km endurance race from Cabot Head to Wiarton. The concept is the work of local Wiarton athlete Jack Van Dorp, whose recent 9th place result in the World Multisport Championship Speights Coast to Coast Race in New Zealand solidifies him as the leading multisport athlete in the region. Van Dorp has teamed up with event consultant Leigh Grigg to organize the inaugural race on Saturday August 13, 2011.

Along with the 100km Challenger course which will see athletes bike, run, kayak, bike again, and run again from North to South on the Bruce, there will also be a more achievable 25mk Explorer course which will require the participants to paddle, bike and run a loop between Wiarton and Purple Valley. There will also be a kids race in Wiarton's Bluewater Park on the same day.

All proceeds from the race will be used to support outdoor sports initiatives on the Bruce. The race will showcase the rugged landscape of the Bruce Peninsula to participants and their families both from Grey-Bruce and outside of the region. Participant safety will be the utmost priority, with a backup course prepared in case of high winds and waves on Georgian Bay.

"I am really excited about the launch of a multi-sport race that showcases the amazing landscapes and terrain of the Bruce

Peninsula. This area is a great place to train and explore, and I am really proud of the work we've been able to do with a dedicated team of volunteers and enthusiasts," said Van Dorp. "And the course is fantastic. Some sections are quick, while other sections are among the gnarliest I've ever seen. The escarpment is a great feature to work with, whether for running above or paddling beneath, and the multi-sport, multi-transition format really echoes the format of the world championships race course that crosses New Zealand."

This is also the first official GriggSport event in Grey-Bruce. The company prides itself on being low-impact, especially important considering the race will feature the sensitive ecosystem of the Niagara Escarpment. Grigg explains "With ecotourism principles well in mind, we feel its a great way to get people out and enjoying the Bruce Peninsula, its trails, back roads and shoreline. This will only create more advocates and stewardship for conservation of this unique rugged landscape."

The event will also strive to pioneer a way to reduce barriers to sport. "Pricing will be very affordable for such a big event" says Grigg, "but we are also hoping to get strong support from community partners to aid with making the event accessible in all sorts of ways. "A preferred rate for bike and kayak rentals on race day would be a great way to ensure that you don't need to necessarily own a great boat or bike to enter the race, and clinics would fit nicely into the lead-up. We have a few great partners in Inov8 and Wiaraton Inn, but were certainly looking to getting more businesses involved."

More information about the event can be found at www.griggsport.com/bruce. The onsale date for registrations is currently slated for March 7th at 9:00am EST. Registrations are limited for the inaugural event as the organizers want to ensure the event is well-run and environmentally sustainable.

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