



# Adventure Racing World Championship 2009



Portugal eXPeDition Race - Lusitania

*Thursday, 5 – Sunday, 15 November*

## **International Media Package - Version 1 - June 19, 2009**

This package is intended to introduce the International Media to the ARWC Portugal 2009, describing with simplicity and accuracy some of the highlights, the venues and the challenges the racers will face in the most defying and difficult race ever organized in Portugal, the 2009 Adventure Racing World Championship.



# APCA

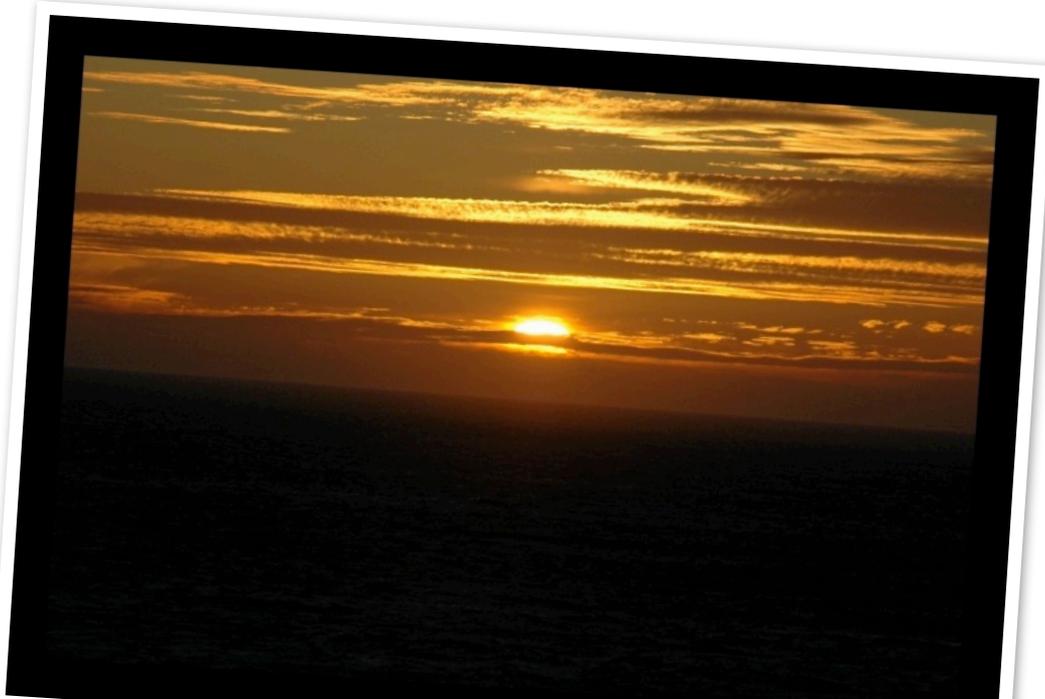
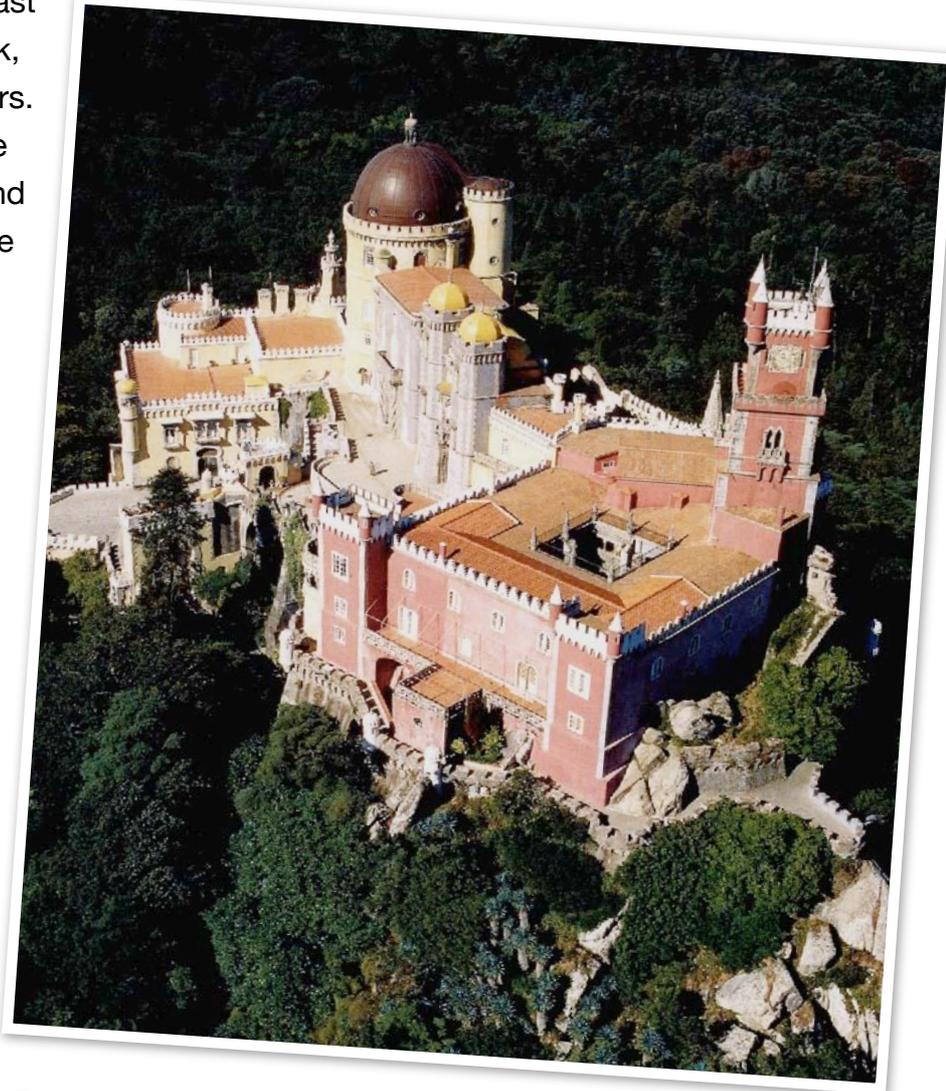
## Portuguese Adventure Racing Association

The Associação Portuguesa de Corridas de Aventura (Portuguese Adventure Racing Association) congregates and represents the AR Clubs, Teams and individual athletes. APCA is a non-profit, non-governmental sports organization, with its main purpose the development and promotion of Adventure Racing in Portugal. The association has been in the past years, the coordinator and organizer of the Portuguese Adventure Racing National Series, named Portugal Eco Aventura, by appointment of the Portuguese Orienteering Federation (FPO). Also, the members of its directive body have been directly involved in the design and lecture of the technical courses in Adventure Racing held by FPO, namely – Race Direction, Race Controlling, Timing and Scoring, Rope Activities and Risk Management.

APCA in cooperation with Estoril Coast Tourism Board and the Municipality of Cascais, organized in the recent years, the first three editions of the Estoril Portugal



eXPeDition Event in the Estoril Coast and in Sintra- Cascais Natural Park, with the last two as ARWS qualifiers. APCA staff is composed by a large number of experienced athletes and organizers. All the contributions are given on a volunteer basis and we put in force a task-group of 10 permanent members that coordinate the entire event. At the same time, they also integrate Teams that will compete internationally under the banner of Estoril Portugal XPD. The key members of the Project have more than 10 years of continuous experience in the organization of adventure races – University AR Series 1997-00, Portugal Eco Aventura 2000-07, Algarve and Alqueva International Raids in 2003 and 2004. They also participated in some of the most renowned races in the world, Raid Gauloises, Salomon X-Adventure Series, ELF –Authentique Aventure, EMA, Ecomotion Pro, Bimbache Extrem, Bull of Africa, among many others.



# Press Release #1

15th April 2009

## LUSITANEA AWAITS FOR A MASSIVE ADVENTURE

**With more than six months ahead, an impressive field of 46 teams are already registered in the 2009 Adventure Racing World Championship - Estoril Portugal XPD Race**

**Long, tough and hilly will be the road to victory in ARWC Portugal 2009.**

Schedule for the 5 to 15 November the ARWC Portugal 2009 will be held in the Central Region of Portugal in an secret route with around 800 km and 20.000 m of ascent. This year race will join two of the most renowned Portuguese areas for Adventure Sports, the Estoril Coast and the Serra da Estrela Mountains.

The two regions will offer quite different scenarios and challenges for the teams as well as for the countless spectators who will follow the race in the internet by the new media. The Estoril Coast is already known of many racers an its characterized by its high cliffs, beautiful forest and rough sea which allows all kinds of vertical and sea sports; its Natural Park of Sintra-Cascais is also the perfect ground for mountain bike and foot orienteering challenges. The Serra da Estrela Mountain Range is the perfect playground for trekking, mountain biking, vertical rope activities, paragliding and snow sports. But to join these regions an almost epical route will lead the racers to some of the most varied scenarios ever present in a ARWC event. A full bunch of surprises will cross the racers route; historical heritage, natural features, ethnographical landmarks, and above all the renowned hospitality from the Portuguese people.

Sustainability and conservation are two key issues address in this year event. The race design will account for them and will demonstrate that a well planned route held in the correct time of the year and using adequate progression means has a minimal impact in the natural values to preserve and is fully compatible with the conservation goals. The planned route will visit more than five Natural Parks or Special Conservation Areas in a beautiful and sustainable Adventure.

Mass communication of the event is another confessed aim of the organizers who planned to use the New Media technological advances to promote Adventure Racing and its values to a vast and global audience. Real time GPS tracking, live Web TV, Podcast and RSS News Services are some of the features available for the spectators, also known as "Web-Surfers".

The Live Broadcast of the race is planned to be fully non-stop during the expected 120 hours of duration and the aerial photos available for the region in Google Earth are quite accurate and allows to experience the real time progression of the teams in the terrain as you were flying by their side. During the next few months many demonstrations will be available to the fans to test and experience a totally new dimension of Adventure Racing Live Coverage.

Sport variety will also be present in this year edition of ARWC Estoril Portugal XPD Race. Again more than 12 different sport disciplines will be used to overcome the natural features of the terrain and collect the difficult Check Points placed along the way.

More interactive news are now available through the ARWC PORTUGAL 2009 web site: [WWW.ARWC2009.COM](http://WWW.ARWC2009.COM)



# Press Release #2

15th May 2009

## THE TOUGHEST ADVENTURE EVER IN LUSITANEA

**The raw data already available from the field trips indicates that this year ARWC will be the toughest adventure race ever in Portugal but from the images we got , it will be also the most beautiful of all...**

**820 kilometers and over 23 000 meters of both ascent and descent will await for the 240 athletes expected for the ARWC Portugal 2009.**

As we stated in the previous communications our work in the race route is progressing well and we have already some interesting data to share for your preparation plans to November.

First of all, expect to be in the wild racing non stop for over 110 hours, with temperatures that varies from bellow zero at night, to 30° C at noon, with some rain, fog and above all, with lots of Sun.

The season chosen for this year edition of the Portugal XPD Race is traditionally called the Summer of Saint Martin or in other words, a kind of late summer with smaller days. It's a peaceful season with mild weather at the coastal areas, also agreeable in the mountain range with the characteristic autumn colors and with the new wine being prepared for the first tasting.

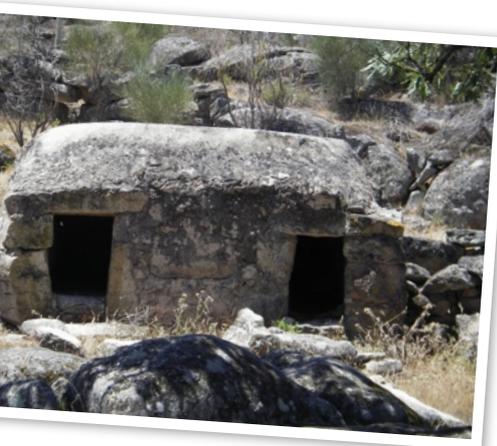
For the coastal area of the race we will prepare similar challenges to the past editions of Estoril XPD' s. So please, expect Surfing and/or Kayaking in the waves to collect CP's , expect underwater CP's; snorkeling abilities and other marine sports will test teams to fully explore our Atlantic Ocean.

Ropes and Rock Climbing will be present along the way as well as Swimming, Coasteering and Canyoning but all in moderate portions, always respecting the imposed limits by the Nature Conservation constraints.

Sea, River and Lake paddling will be used to overcome several of the water sections present in this year edition. Hiking and running will cover an important part of the course in Natural Parks and Special preserved areas. Rollerblade and TRIKKE will also help to find small villages along the countryside roads but the "Real Thing" will be the colossal Mountain Biking legs (one of them topping an Himalayan accumulated ascent with over than 8500m).

The race provisional data shows a race length around 820 km with over 23000 m (both accumulated ascent and descent). From those global figures we can split it in the four main types of progression:

- the mountain bike sections represents 56% of the total distance, 64% of the total ascent and 70% of the descent,
- the hiking represents 22% of the distance, 30% of the ascent and 25%of the descent,
- the paddling is 16% distance and 1% descent,
- and finally for Rollerblade/Trikke we have 6% distance, 5% ascent and 4% descent.



From the data is clear that Mountain Bike techniques must be excellent due to the real risks of serious injuries in the long down hills proposed for this year championship, specially when racers face poor lighting/ visibility conditions (night and fog will be limiting factors).

From our terrain experience and from past races we strongly recommend training of navigation skills ( labyrinths of stone and mediterranean vegetation will be real obstacle to progression of the teams).

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# Press Release #3

7th June 2009

## ADVENTURE DISCLOSE SECRETS FROM LUSITANIA

**Natural Parks, Special Protected Areas, World Heritage Monuments and a vast Cultural Heritage will be some of the secrets that the racers will discover during the six days of ARWC Portugal 2009**

**In one of the most remote areas of the country, the racers will have lots of different experiences, along the secret route of the Estoril Portugal XPD 2009.**

In recent decades, Portugal has experienced an important development in the ecological conscience and so, many old unsustainable habits had been modified. Example of this preservation effort were the significant changes in the land management criteria both for public and private ownership. The establishment of Natural Parks and Special Preserved Areas are a good example of that tribute to assure the recovery and sustainability of many ecosystems.

This year Estoril Portugal XPD will adopt the [Code of Conduite and Good Practice for the Visitors of Protected Areas](#) as a part of the race guidelines. The By Nature European Community Program is one of the goals for the organizing team to help promoting this territories and good environmental practices, in collaboration with the National Authority for Nature Conservation and Biodiversity, the "Instituto da Conservação da Natureza e da Biodiversidade" ([www.icnb.pt](http://www.icnb.pt)).



### Planning and strategy will be fundamental to success in ARWC Portugal 2009.

Part of the interview given by Geoff Hunt at "Aguillar del Campo" in 22.05.09 (full interview soon at XPD TV)

**AGS** - One of the novelties I brought to you today was the layout of the next Adventure Racing World Championship in Portugal in November. What were your first impressions?

**Geoff** - I only had a little sneak preview yesterday, so I had a little idea of what you will show me today and from what I saw with the prologue and the restart again with the Schist villages, with some of the tracks being quite high and technical, the mountain bike all ridable looks quite nice, some river kayak ... it looks quite positive to me. It's also nice to ear you so excited with the race, its your home country of course, but to take us to places you are excited to show us, is nice..

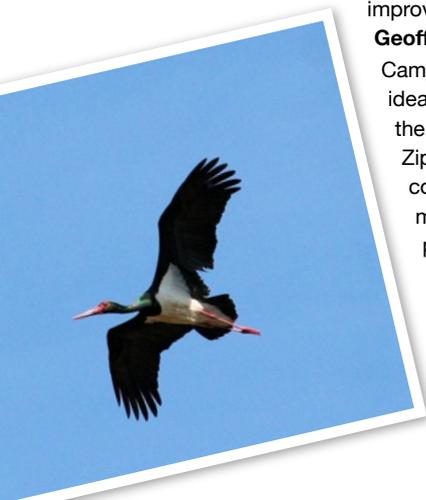
**AGS** - One of the most debated discussion topic is the race format, again we planned to have some strategy involved in the race, what do you think about it?

**Geoff** - Well, last year some teams had some difficulty in understanding the race concept, even It took me several days to fully understand it. But after I understood I became supporting this idea and I think its fantastic to have an individual race in the season. Its important to show that we don't have a closed format with exactly the same structure and we can have a race with time gates and checkpoint's that you can or cannot do, strategically thinking all over the race and particularly by the end when you are tired and you have to decide if it worths to go to another CP or arrive in time... Its fantastic and I have been defending this perspective of yours to people with a more traditional views of Adventure Racing (if that, of more traditional, really exists in Adventure Racing). I feel it's fantastic that you stand up with this format.

**AGS** - One of the things we promote very much is the encounters of the teams during the race, in the transition areas, in the field, helping each other and enjoying, specially at the end where they arrive at almost the same time. Do you think this helps to improve the image of AR for the public, for the spectators?

**Geoff** - It's always really nice having someone watching us. People have been in the square (Aguillar del Campo) over the last couple of days. If all the racers finish in a two hours time frame you can promote the idea to all kids, to the parents, to the people in town to come to the Cathedral watching the finish between the 2:00 and the 4:00 pm on Sunday or whatever day and then is more exciting it would be people in the Zip Line continuously rather than one now, other at 2:00 am and another in the 4:00 pm next day. So the concept in Portugal, to bring everyone home inside a two hour period is much better to everybody, much better to the town, much better to the racers. Everyone enjoys the idea once they got the other part of the race concept on the head....

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# ARWC 2009 Teams

## Provisional List

-  [Orion Health](#)
-  [OUTDOOR EXPERIENCES](#)
-  [Blackheart.com.au](#)
-  [Buff Thermocool](#)
-  [OpavaNet/Tilak/  
Merida](#)
-  [Multisport.Fi](#)
-  [Quechua](#)
-  [Winner of Explore  
Sweden 09](#)
-  [Winner of ARWS Untamed New England](#)
-  [Navigator Suunto](#)
-  [2nd Place of ARWS Untamed New England](#)
-  [team 4Xtreme](#)
-  [Team Finland](#)
-  [Team Explore](#)
-  [AdventureTeam.dk](#)

-  [AlpinePro/Merida/Nutrend CZ AR Team](#)
-  [ABSOLUE RAID](#)
-  [PLANETE TONIQUE](#)



-  [ISSY  
AVENTURE](#)
-  [Team Sole](#)
-  [Team Venezuela](#)
-  [SPELEO  
SALOMON Gore-Tex](#)
-  [Cyanosis](#)
-  [MALHEUR  
ULTRASPORT TEAM](#)

-  [Team Adventureracers.dk](#)
-  [Team Accelerate Adventure Racing](#)
-  [Team AVA.fi](#)
-  [Extreme Challenger-IGEOE](#)
-  [Team Cruachan](#)
-  [Raid 74 - Outdoor Sport](#)

 [Team Adventure Sports Magazine - Odlo UK](#)

 [Team TOUAREG TURK-SALOMON](#)

 [EcoTeam](#)

 [DESNIVEL](#)

 [Gallecia](#)

 [Lima Salomon](#)

 [Arena](#)

 [Team SMS](#)

 [Mountain Loghome ISC](#)

 [Team Helly Hansen - Nuun](#)

 [Helly Hansen UK](#)

 [Falke Sleepmonsters](#)

 [Halo](#)

 [Lundhags Adventure](#)

 [TEAM ECUADOR](#)

 [Team Croatia](#)

 [Sundown Oskalunga](#)

 [IPPON Team](#)

 [GLOBAZ.PT - POLISPORT](#)

 [CASTILLA Y LEON ES VIDA](#)

 [Team EAST WIND](#)

 [BIKE POINT JENA - TEAM GERMANY](#)

 [The North Face Forum Sport](#)

 [Nga Rakau](#)

 [CAOS](#)

 [team kinetic](#)

 [Adventureteam Bornholm](#)

 [Karlstad Multisport](#)



 [Wadventure.Com](#)

 [Adventure Team  
AKSA Brasil](#)

 [nuun-  
FeedTheMachine](#)

 [Vancluse Aventures  
Evasions](#)

 [MELIQUINA  
ARGENTINA](#)

 [Italia](#)

 [U.E. VIC](#)

 [Total-adventure.co.uk](#)

 [CERRADO MINAS ADVENTURE TEAM](#)

 [Lòzere Sport Nature](#)

# Useful Info Sources

## ARWS 2009 Qualifying Races

[Explore Sweden](#) (Sundsvall, Sweden)

[Untamed New England 2009 Adventure Race](#) (Northern New Hampshire, USA)

[Raid in France 2009](#) (Ecrins, France)

[Bimbache Extrem Castilla Y León 2009](#) (León, Spain)

[Bergson Winter Challenge 2009](#) (Poland)

[Huairasinchi](#) (Ecuador)

[Estoril Portugal XPD Race](#) (Estoril, Portugal)

[XPD Australia](#) (Austrália)

[Southern Traverse](#) (Queenstown)

[AR World Championship 2008 \(Ecomotion Pro\)](#) (Brasil)



## ARWC Past Editions

[ARWC 2008 - Brazil](#)

[ARWC 2007 - Scotland](#)

[ARWC 2006 - Sweden/Norway](#)

[ARWC 2005 - New Zealand](#)

[ARWC 2004 - Canada](#)

[ARWC 2003 - Switzerland](#)

## Estoril Portugal XPD Past Editions

[Estoril Portugal XPD Race 2008 - ARWS](#)

[Estoril Portugal XPD Race 2007 - ARWS](#)

[Estoril Portugal XPD Race 2006](#)

[Portugal XPD Race 2004 - ERL](#)