



# WENGER PATAGONIAN EXPEDITION RACE

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## THE LAST WILD RACE

### ICEFIELD PLAN FOR 2011 EDITION OF CHILEAN PATAGONIA ADVENTURE

- **15 international teams to take on ultimate race in the Chilean wilderness**
- **Route to follow the fjords and mountains beside the Continental Ice Field**
- **Event will showcase expanding tourism opportunities in Chilean Patagonia**

(PUNTA ARENAS, Chile - November 8, 2010) Organizers of the Wenger Patagonian Expedition Race have revealed the 2011 route will take competitors closer to the edge of the world's third biggest continental ice field than ever before as the event seeks to help further promote Chilean tourism around the world.

Following a new partnership agreement with three Chilean government organizations, the race will be run with increased focus on highlighting some of the country's spectacular scenery as well as its strong environmental conscience. Race organizer Stjepan Pavicic usually keeps the route a secret until 24 hours before the race begins - but he has now confirmed plans to develop a route further north than ever before, around the massive ice field and the fjordland of Chile's West Coast.

Pavicic said: "The increased commitment to building the synergy between the race and the promotion of Chilean tourism has enabled us to seek out areas of the Patagonian region that we have not been to before - and that is very exciting for everyone involved. The 2010 event went further south than we have ever been, exploring the very important area of Chilean Tierra del Fuego, including the Darwin range and the Wildlife Conservation Society reserve of Karukinka which the race supports.

"That produced a wild and thrilling event - but I am now extremely excited about the prospects for next year's route. It will lead us through gigantic fjords as we move along the edge of the third largest continental ice field in the world. This is a virgin and wild area that man has not yet been able to conquer, where there exists no trace of civilization. The race is growing in stature year on year and every time we have to come up with something spectacular. I think the 2011 race will deliver this more than ever."

The race, which is title sponsored by Swiss company Wenger, will be delivered to the 'Leave No Trace' principles and will support the Wildlife Conservation Society by raising awareness of its projects in Chile. Partnerships with Fundación Imagen de Chile, the Chilean National Service of Tourism (SERNATUR) and the Chilean Economic Development Agency (Corfo) will also see the race promote Chilean tourism. Juan Gabriel Valdés, Chief Executive of Imagen de Chile, said: "This race is a great way to show the world what Chile is all about, that we have wonderful geography and we are building tourism while respecting the environment."

- **FOR MORE INFORMATION, HIGH RESOLUTION IMAGES OR TO DONATE FUNDS PLEASE VISIT:** [www.patagonianexpeditionrace.com](http://www.patagonianexpeditionrace.com) OR [www.nomadas.cl](http://www.nomadas.cl)
- **MEDIA CONTACT:** Will Gray, Communications Director, WGMedia, London, UK  
EMAIL: [will@wg-media.com](mailto:will@wg-media.com) | TEL: +44 7950 213064
- **TRAVEL CONTACT/RACE OFFICE:** Ann Meidinger, Nomadas Outdoor Services, Chile  
EMAIL: [news@patagonianexpeditionrace.com](mailto:news@patagonianexpeditionrace.com) | TEL: +56 61 613 893

