



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

WENGER PATAGONIAN EXPEDITION RACE®

2010 PRESS PACK

Table of Contents

| | |
|--------------------------|----|
| 1. EVENT SUMMARY | 2 |
| 2. CONSERVATION | 3 |
| 3. EVENT DETAIL..... | 4 |
| 4. EVENT HERITAGE | 10 |
| 5. THE ORGANIZATION..... | 13 |
| 6. CONTACT DETAILS..... | 14 |



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

1. EVENT SUMMARY

The Event

The WENGER PATAGONIAN EXPEDITION RACE® is an annual adventure race that takes place in one of the toughest and most remote wilderness regions of the planet: Chilean Patagonia. Imitating what native Indian forefathers have done for thousands of years, the international competitors, organized in small groups, advance over plains, mountains, glaciers, native forests, swampland, rivers, lakes and channels; guided only by their mind and spirit but driven on by physical stamina and experience.

Known as 'the adventure at the end of the world', the race involves four-person teams from around the world and combines trekking, mountain biking, orienteering, kayaking and rope activity (climbing/abseiling) disciplines. Last but not least, the teams' race strategies, including decisions on sleep, food, equipment, and route, will be crucial for success.

Each edition takes a different route through the most rugged and climatically diverse terrain known to expedition racing. Past events have incorporated some of the most spectacular landscapes of Chilean Patagonia: the Southern Continental Ice Field, the Torres del Paine National Park, the Strait of Magellan, Tierra del Fuego, the Darwin Range, and the Beagle Channel.

The race is organized by Nómadas Outdoor Services, supported by the Imagen Chile foundation, The imagen pais de CORFO committee, the Chilean Olympic Committee, the Region's tourism sector and the Chilean Government with the aim of promoting environmental protection in Southern Patagonia.

New for 2010

The 2010 race again followed the event's successful international challenge format with a 10-day, 600km route.

Teams signed up for the 2010 event involve athletes from the USA, the UK, Switzerland, Japan, Germany, Canada, Finland, Sweden, Belgium, Spain, Brazil and Chile.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Chile

In the southernmost part of the world in the far south of Latin America, Chile spans the Andes Mountains to the Pacific Ocean along 4.300 kilometers (2.700 mi) that surprise visitors at every step with the diversity of its climates, the contrasts of its landscapes, and the traces of its history.

Chile will celebrate its bicentenary on 18 September 2010. This event will be highlighted by the country's social and political stability, by the solidity of its institutions, and the remarkable economic progress made, which has been recognized and appreciated all over the world.

2. CONSERVATION

For centuries, the extreme isolation of the southern-most region of South America has been a favorable characteristic for the preservation its flora and fauna. However, in recent decades this isolation has turned against it and has permitted the devastation of extensive areas of these southern forests without anyone being able to react in time.

The WENGER PATAGONIAN EXPEDITION RACE® aims to raise awareness of the need to preserve the fragile terrain of Southern Patagonia. The focus is on educating the global community about the environmental issues facing these isolated and virgin territories, developing sustainable tourism and working to avoid the exploitation of natural resources by non-sustainable industrial activities.

Important sections of the 2004, 2006 Winter, and 2008 races passed through Wildlife Conservation Society territory on Tierra del Fuego, a 300,000ha conservation area called "Karukinka", the largest terrain of this kind and one the very last protected sub-Antarctic forest reserves on earth. This year, the race will take place in Tierra del Fuego, the 'land of fire'. Holding the event on the island will bring attention to the necessity to protect this distinct region.

Nómadas Outdoor Services was created by WENGER PATAGONIAN EXPEDITION RACE® to encourage the local population as well as tourists to discover the beauty and the potential for exploration which make the Patagonian wilderness such a unique place to visit.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Nómadas Outdoor Services intends to assume a significant role in the process of educating people to environmentally conscious outdoor enthusiasts.

Branching out in 2008, a separate company called Nómadas Outdoor School was created. The ISO 9001 certified school aims to further open the doors to the natural world by offering educational courses that foster knowledge of the environment as well as teaching skills for exploration and adventure.

3. EVENT DETAIL

The following teams have registered:

- **HELLY HANSEN - PRUNESCO (United Kingdom - Winner, 2009)**
Nicola Macleod, Andrew Wilson, Mark Humphrey, Bruce Duncan
- **EAST WIND (Japan)**
Masato Tanaka, Youki Tanaka, Fumihiko Kurata, Ayako Nakazowa
- **EDDIE BAUER (USA - 2 Members competed in 2009)**
Robert Finlay, *Druce Finlay*, *Valentin Chapa*, Paulette Kirby
- **SWITZERLAND (Switzerland)**
Bernhard Hug, Thomas Gassar, Andrea Huser, Alex Gisler
- **UNTAMED NEW ENGLAND (Canada)**
Harper Forbes, Denise Rispolie, James Galipeau, Andrew Cameron
- **TERRA MUNDI LONTRA (Brazil - 1 Member competed in 2007, 2008 and 2009)**
Victor Afonso, Carina Faggiani, Guilherme Pahl, *Telmo Bahia Carvalho*
- **GEAR JUNKIE.COM (USA)**
Stephen Regenold, Daniel Staudigel, Jasson Magness, Chelsey Gribbon
- **ALMAS PATAGONICAS (Chile)**
Daniel Rivas, Vanessa Guzman, Jaime Tapia, Jerson Miranda
- **GERMANY (Germany)**
Marc Pschebizin, Melanie Hohenester, Thoralf Berg, TBA
- **NORD WATER (FINLAND)**
Ingrid Stengard, Noora Pinola, Johan Siggesson, Tuomas Sovijärvi
- **ALMOST FAMOUS (USA)**
Melisa Griffiths, Tim Kuenster, Tom Thomas, Brian Chontosh



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

- **BOE EJERCITO DE CHILE (Chile)**
Mario Pizani, Pedro Mayorga, Sebastian Jara, Susana Contreras
- **FAST AND LIGHT (United Kingdom)**
Simon Fisher, Mark Childs, Chris Lomas, Erika Henson
- **VIDARAI (Spain)**
Urtzi Iglesias, Jon Ander Arambalza, Uxue Fraile, Saül Abril

2010 Team Highlights

Team Helly Hansen - Prunesco (UK) - The reigning champions are returning with same team as last year to defend their WPER title. Female member, Nicola Macleod, was a part of the HH squad that won the Adventure Racing World Championship in 2009.

Team Eddie Bauer (USA) - Druce Finlay returns to WPER after an epic battle for survival in 2009. The team survived with little food for four days after attempting a short cut and getting lost. He returns this year with his father Robert Finlay as well as Valentin Chapa, ex-marine and team mate from the 2009 race. Paulette Kirby, the team's female member, will be the oldest woman to compete in WPER 2010.

Team East Wind (Japan) - This is the first Japanese team ever to compete in WPER. Masato Tanaka, the team's captain, has been a professional adventure racer since 1994.

Team Switzerland (Switzerland) - Bernard Hug, captain of the first Swiss team to compete in WPER, is an accomplished and world renowned adventure racer. He has competed in 10 Iron Mans, the Raid World Championships, and the Adventure Racing World Championships.

Untamed New England (Canada) - Team member James Cameron is a wind energy engineer and a passionate environmentalist. This Canadian does not own a car! The one aspect of adventure racing he dislikes is taking airplanes because of excessive carbon emissions.

Gear Junkie (USA) - The infamous outdoor gear reviewer Stephen Regenold, also known as the Gear Junkie, will team up with three Yoga Slackers in an attempt to conquer WPER.

Team Nord Water (Finland) - This Scandinavian team has two female members, Ingrid Stengard and Noora Pinola, a first for WPER.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Fast and Light (United Kingdom) - Team member Simon Fisher has an unlikely profession for such an accomplished adventure racer. He is a marketing manager for junk food giant Krispy Kreme Donuts.

Competition and Route

This year's route runs through Tierra del Fuego, the southernmost part of Chilean Patagonia. Details of the official route have not been revealed until 24 hours before the race.

The race is controlled through a series of checkpoints which must be crossed in a specific sequence. Teams must pass through the checkpoints with all members together. If a checkpoint is missed, the team must backtrack and complete the checkpoints in the proper sequence.

Occasionally, teams will enter 'Dark Zones' where they cannot advance during the night. In this case, they will keep the same time they had upon entering the zone. The organizers can extend a 'Dark Zone' to include daylight hours if climatic conditions are potentially dangerous for the competitors.

Each team's finishing time will be that recorded as the last team member crosses the finish line, plus any extra time penalties or bonuses, which (except in special circumstances) will be added after completion of the race.

Disciplines

Competitors faced a gruelling 600km, 10-day expedition in which they had to navigate between a number of pre-determined checkpoints along the course, taking on all types of terrain and overcoming all natural obstacles in their path. They were required to participate in the following disciplines:

- **NAVIGATION/ORIENTEERING:** Teams use compasses and altimeters with the provided maps (satellite images) and route book to explore on the fastest route.
- **TREKKING:** Long, remote treks test competitors as they face diverse climatic conditions and different types of vegetation, from exposed areas to the world's southernmost forests



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

with sub-Antarctic vegetation. Characteristic of the race, these 100 km trekking legs take racers away from any civilization for 3-5 days.

- **MOUNTAIN BIKING:** Teams ride long distances on mountain bikes, with each section presenting a remarkably different geographic landscape.
- **SEA KAYAK:** Fjords, lakes, rivers and/or channels are navigated using double expedition kayaks, with two per team.
- **FIXED ROPES:** These techniques are required for competitors to advance over the natural obstacles as they appear throughout the race. These include ascent, rappelling, Tyrolese and fixed ropes.
- **COURSE STRATEGY:** Throughout the race, competitors apply their intelligent judgement to make decisions and deal with different situations. Choosing the best alternative at a given moment is a fundamental factor for the team's performance.

Rules

A maximum of 15 teams are allowed to enter each year to minimize ecological impact. All teams must consist of four people and must include at least one woman. All entrants must be 18 years of age or over.

Team entry is based on applications only (there are no qualifying competitions) and a symbolic entry fee is required as an indication of commitment to the competition.

All competitors must be proficient at kayaking with at least one team member having a certificate. All team members are tested for proficiency in T-rescue and Paddle Float Rescue.

Every team member must have a certificate proving proficiency in rope work and their general knowledge and abilities in regard to fixed ropes and rappelling will be tested before the start of the event.

At least one member of the team must have a certificate proving proficiency in first aid. Emergency communications are performed using a satellite phone (and a VHF radio for the kayak sections), the use of which all participants will be advised on before the event.

The use of GPS, maps other than those provided, night vision devices, any means of unauthorized transportation or communication and any form of propulsion other than paddles is strictly prohibited.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Members of each team must stay together during the race, with the first and last member never separated by more than 100 meters. If, for any reason, a member of a team cannot continue, the rest of the members must abandon the race.

Members of a team are permitted to pull or drag each other and all teams must assist any other team which is in need of help at all times (time bonuses can be requested by the assisting team according to the delay suffered).

Third party assistance is forbidden and the race director's decision is final.

Full rules: http://www.patagonianexpeditionrace.com/i_in/event_regulation.php

Equipment

Equipment used during the WENGER PATAGONIAN EXPEDITION RACE® comprises a mix of items owned by competitors and provided by the organisers. All equipment (with the exception of mandatory equipment and provisions) is transported by the organization between checkpoints and is subject to spot checks by staff at any stage of the race.

- **FULL-TIME PERSONAL EQUIPMENT:** This includes headlamp and bulbs, fixed or locking blade knife, whistle, hiking poles, base layer clothing, gloves, hat, sleeping bag, breathable and waterproof jacket, polar/fleece jacket and first aid kit. All these items must be carried and transported by each member of the team at all times.
- **FULL-TIME GROUP EQUIPMENT:** This includes a 4-person tent, one harness, two locking carabiners, one 120cm sling, two compasses calibrated for the South hemisphere Zone 4 (The RECTA DP 6 Global System is recommended), a race map and guidebook provided by the organization, a Spot satellite tracking system, a satellite telephone and GPS (for emergencies only), two flares, survival mirrors and a group medicine kit and resistant trash bags. These items can be distributed out among the team members or can be carried by only one of them.
- **KAYAK:** Necky® Amaruk™ Kayaks are provided by the organisers to every participating team during the race. Competitors also require a neoprene wetsuit, paddling jacket, lifejacket, safety whistle, nautical knife with a fixed blade, spray skirt, dry bag, and three glowsticks (waterproof torches). Paddle float and sea kayak tow-rope systems are required for emergencies.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

- **MOUNTAIN BIKE:** Competitors bring their own mountain bikes, front and rear lights and helmets. Team must carry a tire inflation device, mountain bike tool kit, repair kit, odometers and spare inner tubes.
- **ROPE WORK:** Each competitor must have a helmet, harness, a minimum of three carabiners, a double anchored lanyard/1 anchoring sling/1 daisy chain, a descending device (belay plate, atc, stop, gri-gri, cubik or "8"), a 6mm rope, rappelling gloves, ascenders with webbing and etrier(s) or adjustable webbing foot loop.

Environmental considerations

The event follows the principles developed by the Leave No Trace Center for Outdoor Ethics (www.lnt.org), an educational non-profit organization dedicated to the responsible enjoyment and active stewardship of the outdoors by all people, worldwide. By following these principles, the race has minimal negative ecological impact on the terrain.

The organization hosts a 'Leave No Trace' representative to address all participants at the pre-race briefing, as well as monitoring environmentally correct behaviour throughout the event. Briefings and materials are also provided for all journalists covering the event.

Olympic Involvement

In October 2007, WENGER PATAGONIAN EXPEDITION RACE® was granted official support through the Olympic Committee of Chile (Comité Olímpico de Chile, COCH).

Although the race does not correspond to an Olympic discipline, the COCH sees the values of the event to be consistent with the core principles of the Olympic spirit.



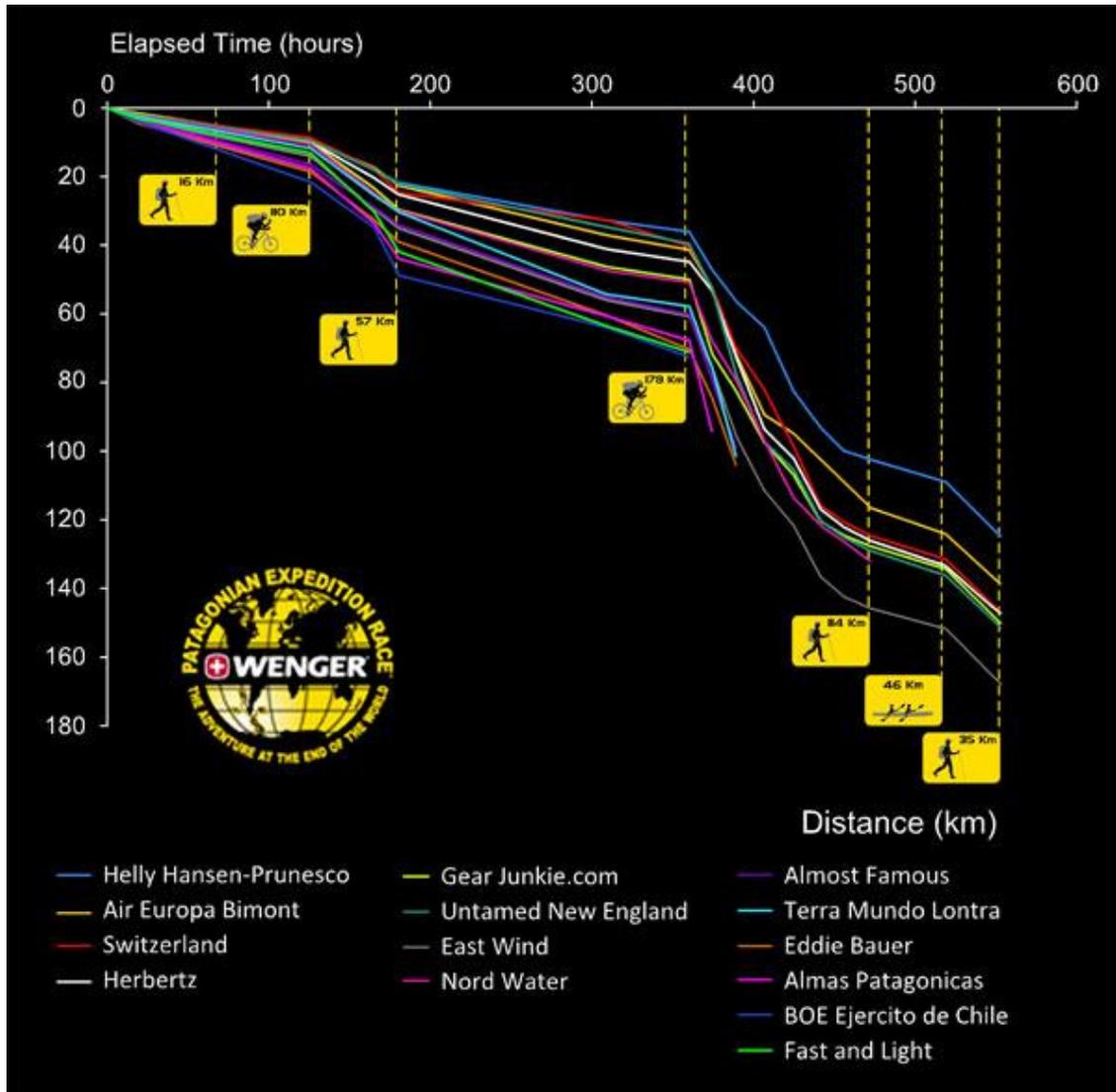
WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

4. EVENT HERITAGE

2010 EDITION





WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

FINAL TIMES (Confirmed)

1. 1 Helly Hansen-Prunesco UK 126hrs 8mins
2. 16 Air Europa Bimont ESP 142hrs 46mins*
- 3=. 4 Switzerland SWI 145hrs 6mins***
- 3=. 9 Herbertz DE 145hrs 6mins***
5. 7 GearJunkie.com USA 147hrs 31mins**
6. 5 Untamed New England CDN 148hrs 17mins**
7. 2 East Wind JPN 162hrs 20mins**
8. 11 Nord Water FIN/SWE reached PC15
9. 12 Almost Famous USA reached PC10
10. 6 Terra Mundo Lontra BRA reached PC10
11. 3 Eddie Bauer USA reached PC10
12. 8 Almas Patagonicas CL reached PC10
13. 14 BOE Ejercito de Chile CL reached PC9
14. 15 Fast and Light UK reached PC8

*Inc 6hrs penalty

** All teams who did not climb mount King Scott have a correction of 7hrs

*** Teams agreed to share 3rd place after correction for the missing Tyrolean at PC10

History

PATAGONIAN EXPEDITION RACE® is the brainchild of mountaineer and geologist Stjepan Pavicic. He first had the idea of creating a race through Chilean Patagonia in 1984 and 16 years later he began to develop and plan the event. The first edition took place in February 2004 and Stjepan continues as the event's Race Director.

There have been seven consecutive editions of the race. All races have taken place in Chilean Patagonia, Region XII, Magellan and Chilean Antarctica Region. A total of 20 different nationalities have competed in this event.



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Previous events

2004: Won by XINIX WATER PURIFICATION (New Zealand/USA) - Robyn Benincasa (USA), Christopher Morrissey (New Zealand), Neil Jones (New Zealand), Jeff Mitchell (New Zealand)

The inaugural race involved competitors from 10 different nations - New Zealand, Denmark, Sweden, Czech Republic, Spain, USA, Colombia, Uruguay, Argentina and Chile. The route was around 520km long, with 212km of mountain biking, 168km of sea kayaking and 140km of tough trekking and ropework. It finished at the most southerly point ever been reached in any expedition race.

2005: Won by LA CLUSAZ RAID AVENTURE (France) - Frédéric Freddow, Cathy Ardito, Laurent Ardito, Jerome Bernard

The second race saw the length increased to 662km with the finish line at Cape Froward, the continental end of the Americas. There was more mountain biking and more kayaking this year and athletes came from France, Canada, USA, Chile, Russia, Spain and Argentina to take part.

2006: Won by BUFF ESPAÑA (Spain/Germany) - Chemari Bustillo (Spain), Javier Rodríguez (Spain), Juanjo Alonso (Spain), Ann Christine Meidinger (Germany)

The third edition saw the distance increase again, reaching more than 700km. The race began at the Atlantic Ocean and crossed the continent until reaching the fjords at the Pacific. It involved athletes from Spain, Germany, Canada, Chile, USA and, for the first time, South Africa and the United Kingdom.

2006 Winter: Won by TURISMO RUNNER-ROCKFORD (Chile) - Juan Carlos Valdes, Manuel Mena

The first winter race began on June 21st, with eight two-person teams from Chile, Argentina and Uruguay competing over 300km and six days through Torres del Paine and Tierra del Fuego.

2007: Won by TSL - LA CLUSAZ (France) - Frédéric Freddow, Cathy Ardito, Laurent Ardito, Jerome Bernard

The fifth edition of the race was the longest in adventure racing history, with teams taking on a mammoth 1,112km of tough terrain over two weeks of competition. The race started at



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

Torres del Paine and finished in Puerto Williams with TSL - La Clusaz triumphing for the second time after 506km of mountain biking, 266km of trekking and 340km in kayaks.

2008: Won by AUTENTIC NUTRITION (France) - Bruno Rey (France), Teresa Ellen Dewitt (USA), Cyril Margaritas (France), Philippe Danneau (France)

In one of the toughest editions yet, the sixth running of the race saw just four of the 11 teams that started in Punta Arenas reach the finish in Yendegaia after a difficult crossing of the "Death Pass" in Darwin's Range. The race involved competitors from France, USA, Spain, Turkey, Canada, Chile, Brazil and Argentina.

2009: Won by HELLY HANSEN-PRUNESCO (UK) - Nicola Macleod (UK), Andrew Wilson (UK), Mark Humphrey (UK), Bruce Duncan (UK)

The 2009 edition of the race led competitors through 590km of harsh Patagonian terrain to the finish at Cabo Froward where three of nine teams were successful in completing the race. Team Helly Hansen - Prunesco, a late addition to the race, surprised everyone by taking the lead in the first mountain biking section and taking first place.

5. THE ORGANIZATION

The WENGER PATAGONIAN EXPEDITION RACE® is organized by the Chilean company Nómadas Outdoor Services. The organization wrestles with the difficult task of providing logistical support to portray a sport which is inaccessible, and where for every one story or photograph taken another ten are missed. Organizing an international expedition race at the end of the world is a Herculean task that only a few could attempt, and fewer still could succeed in. This team of professionals are experienced in the fields of earth sciences, finance, international marketing and project management, and have two decades of scientific and sporting expeditions to Asia, North America, South America, Oceania, and even the Arctic and Antarctica. This collective experience enables the organization to overcome the many technical, logistical and economic challenges of working in a remote, wild, and at times hostile landscape of Chilean Patagonia.

Based on its unique knowledge of the unfrequented parts of Patagonia and its established support network, Nómadas Outdoor Services offers additional services related to its exceptional Patagonia location, including consultancy, logistical support management, and exclusive trips for corporate and VIP tourists—all tailor-made ventures following the



WENGER PATAGONIAN EXPEDITION RACE®

2010

The adventure at the end of the world

“Nómadas Outdoor Ethics.” These services have been praised by clients such as the Wildlife Conservation Society, National Geographic Television, Chilean Ministry of Agriculture and Tourism Authorities, as well as Henry Paulson (Former United States Treasury Secretary and member of the International Monetary Fund).

Key Organiser Background Information

- **STJEPAN PAVICIC** (Race Creator and Director): A geologist and mountaineer with more than 20 years of experience in voyages, ascents, and both scientific and sporting expeditions throughout Chile, and especially in southern Patagonia, Stjepan is responsible for creating the race and is the leader of the organization.
- **ANN CHRISTINE MEIDINGER** (Director of Global Marketing, Sponsorship and International Media): A junior world rowing champion and winner of the 2006 PATAGONIAN EXPEDITION RACE, Ann holds international business degrees from the European School of Business Reutlingen (Germany) and Dublin City University (Ireland) and has an extensive professional background in Marketing, Investment-Banking, and International Project Management.
- **JOSÉ VERA-GIUSTI** (Director of Planning and Development): JOSÉ holds a bachelors in economics from U. de Chile and Masters in Development Economics from Boston University. A long time amateur mountaineer and explorer in the Darwin Range, José has worked as consultant in development, environmental issues, policy planning, financial and project management at the regional, national and international levels.

6. CONTACT DETAILS

For broadcast opportunities, high resolution images, race enquiries or information on Nomadas Outdoor Services please contact:

Ann Christine Meidinger
Marketing Director
Tel: +56 61 613 893 / email: ann@nomadas.cl