



WENGER® PATAGONIAN EXPEDITION RACE

9th Edition : February 8th - 16th 2011

THE LAST WILD RACE

CHILEAN PATAGONIA'S 'LAST WILD RACE' KICKS OFF IN SUPPORT OF HUEMUL

- **WENGER PATAGONIAN EXPEDITION RACE STARTS FEB 8, 2011**
- **Field of 14 international teams face toughest challenge ever as race heads to the remote Chilean wilderness with the longest trek in the race's history**
- **For this first time, the race will raise funds for the protection of Chile's rarely seen endangered deer, the Patagonian Huemul**



(PUNTA ARENAS, Chile – February 8, 2011) Fifty-six international adventurers will set out today (Tuesday 8 Feb, 2011) from Torres del Paine National Park in Chilean Patagonia to begin one of the world's toughest races, which this year is helping to save Chile's rare deer species the Patagonian huemul.

Billed as the 'last wild race', the 2011 Wenger Patagonian Expedition Race is set to be one of the most challenging in the nine-edition history of the race, with competitors facing over 600 kilometres of trekking, kayaking and cycling. This year's course will test competitors with its longest ever

single trekking section and will travel across some remote regions rarely visited by man.

Founded to raise awareness of the need to protect Chile's stunning Patagonian region, race organizer Nomadas Outdoor Services has further stepped up its environmental focus this year, setting up a conservation project that will raise funds for the protection of Chile's national symbol, the huemul.

The 2011 course, which runs from Torres del Paine National Park and finishes in Pale Aike National Park, will pass through Patagonia regions thought to be habitat for the huemul, providing racers with the opportunity to site the endemic deer species and take samples of their presence. Race Director, Stjepan Pavicic, believes the race will test even the most experienced teams whilst taking them through amazing flora, fauna and landscapes.

"It will be a long and strenuous expedition race marked by geographical contrasts and a restless, unpredictable climate," Pavicic told racers at the Opening Ceremony on Sunday. "The racers will be marked forever by this experience in Patagonia and they are our ambassadors to the world, supporting underlying common message: Chilean Patagonia belongs to Humanity's natural heritage and we must preserve it."

This year's field of competitors includes a mix of international pro and semi-pro racers and everyday adventurers from the US, UK, Croatia, Japan, France, Canada, Australia, Denmark, Brazil, Argentina, Chile, New Zealand, the Czech Republic and Kazakhstan.





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The race, which is title sponsored by Swiss Army Knife manufacturer Wenger, will be delivered to the 'Leave No Trace' principles and supports the Wildlife Conservation Society by raising awareness of its projects in Chile as well as aiming to help develop sustainable tourism and protect the region's wilderness.

Funds for the Patagonian Huemul project – which are being raised through visitors to the race website during the event - will go towards a population research survey in Peninsular Brunswick and Muñoz Gamero, which will assist in the development of a protection plan for the critically endangered animal. The research is due to take place later this year.

Ends

CONTACTS, INFORMATION AND UPDATES

IMAGES AND INFORMATION:

Media information: www.patagonianexpeditionrace.com/en/pressList.php

High-resolution images: www.patagonianexpeditionrace.com/en/pressGal.php

LIVE RACE UPDATES DURING RACE (WHERE COMMUNICATION ALLOWS)

Website: www.patagonianexpeditionrace.com

Facebook: PatagonianExpeditionRace

Twitter: PatagonianRace

CONTACTS FOR MEDIA & VIDEO FOOTAGE

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BACKGROUND INFORMATION

ABOUT WENGER PATAGONIAN EXPEDITION RACE

The Wenger Patagonian Expedition Race is an annual eco-endurance adventure race that takes place in the southern-most region of the world, which aims to raise money and awareness for the environment issues facing Chilean Patagonia and wilderness regions around the world. It involves international teams competing in spectacularly rugged and climatically diverse terrain in the Chilean Patagonia region located between southern latitudes 49° and 56°. Extremely physically and mentally challenging, the event tests competitors to the limit on bike, kayak and foot as they traverse plains, mountains, glaciers, native forests, swampland, rivers, lakes and channels, guided only by their mind and spirit and driven on by their physical stamina and experience. Past routes have incorporated 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.

ABOUT WENGER





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Wenger was founded in 1893, in the famous Swiss Jura region. It has developed around a passion for innovation, precision and expert craftsmanship and is best known as the maker of the genuine Swiss Army Knife. Today, the company produces approximately 250 styles of their famous pocketknives, as well as butcher's and professional catering knives known the world over. In 1997, Wenger Watch SA was founded in the hotbed for Swiss watches, Biel/Bienne, Switzerland. In just 12 short years Wenger Swiss watches have developed a reputation for reliability, multi-functionality and performance. Within the last eight years, Wenger established relationships with a small number of industry leaders who began manufacturing Wenger-branded products that embody the characteristics of the world famous Swiss Army Knife in the footwear, tent, backpack, sleeping bag, computer mobility and travel gear categories.

