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FULDA CHALLENGE TAKES CONTESTANTS ALONG ROBERT CAMPBELL HWY

WHITEHORSE – Building on past successes, the Fulda Challenge Extreme Arctic Winter Adventure begins in Whitehorse Jan. 29 and will follow a different route this year. Challengers will travel to Watson Lake and along the Robert Campbell Highway, through Faro and Carmacks before finishing in Dawson City Feb. 4.

“For event organizers and foreign media who cover the race, it is the only extreme winter competition of its kind in the world,” Tourism and Culture Minister Elaine Taylor said. “Estimated media coverage will reach 40 million viewers and readers in 2006, and will generate significant awareness of the Yukon as a travel destination.”

The Yukon government’s investment of \$150,000 through a co-operative marketing agreement is used to promote media broadcasts and print articles seen throughout Europe and North America, generating \$18 million in estimated media-equivalency exposure for Yukon.

“Media are very interested in this exceptional event and attendance is still steadily increasing with journalists already registered for 2007,” Fulda Board Chair Bernd J. Hoffmann said.

Hoffmann added that Fulda has a dealer incentive from sponsor Toyota Germany during the Challenge. Twenty-five Toyota Germany dealers are coming to Whitehorse for four days, Jan. 28 to Feb. 1.

The Fulda Challenge is valued by private sector businesses throughout Yukon. During its seven-day run, an estimated \$1 million will be spent locally on equipment rentals, transportation, food and beverages, accommodations, staging of events and other services that benefit Yukon’s economy.

For the past six years, Fulda, a German tire manufacturer, has sponsored the Fulda Challenge Extreme Arctic Winter Adventure. The event physically challenges teams consisting of a male and female athlete, on a variety of tests of strength and endurance as they compete for pure Yukon Gold.

This year teams from Austria, Belgium, Germany, Great Britain, Netherlands, Poland and Canada will compete.

For further information on the Fulda Challenge, visit www.fulda-challenge.com.

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