



## "Primal Quest"

### **Overview:**

Primal Quest is an environmentally friendly, ecologically aware wilderness expedition adventure race. Co-ed teams of four adventure athletes journey across expansive terrain using only a map, a compass, and combined skills. Successfully finishing requires much more than stamina and mental fortitude. It requires selfless teamwork, spirit, and absolute determination. Team members must travel together at all times and must finish together in order to be officially ranked. Over \$100,000 in cash and prizes will be awarded to the top finishing teams.

### **Background:**

The origins of adventure racing date back to the 1980's and to New Zealand. In the mid 1990's the concept became popularized by such events as the Raid Gauloises, Eco-Challenge and the BEAST of the East.

Primal Quest was introduced in 2002 and quickly earned worldwide recognition as the sport's premier event. By 2003, Primal Quest became the first Expedition Adventure Race to ever be shown on network television (CBS). Since then, the event has been professionally filmed and distributed each year to document the drama and excitement of traveling 450+ miles, non-stop, day and night, through beautiful and unforgiving terrain using only non-motorized transportation. Racing against the clock, other teams and the forces of nature; teams must trek, climb, kayak, raft, mountain bike, to successfully reach the finish line.



"The World's Most Challenging Human Endurance Competition"



**Primal Quest at a Glance:**

**Event Date:** June 21 – July 2, 2008 / (10) days

**Location:** Montana

**Course Length:** Approximately 500 miles

**Disciplines:** Mountain biking, hiking/trekking, kayaking, rafting, riverboarding, climbing, rappelling, orienteering, mountaineering, trail running and more

**Teams:** Seventy (70), 4-person co-ed teams from more than 8 countries compete

**Volunteers:** 150 people from five continents, nineteen countries help support the race

**Participating Countries:** Australia, Canada, Ireland, Mexico, New Zealand, Norway, United Kingdom, and the United States

**2006 Total Impressions:** 100+ million



"The World's Most Challenging Human Endurance Competition"



### **Primal Quest 2008 Description and Overview:**

June 21 - July 2 near Big Sky Montana

The 2008 edition of Primal Quest will feature new leadership, as Don Mann, CEO of Don Mann Enterprises takes over the event. Mann, a retired U.S. Navy SEAL, and former owner of Odyssey Adventure Racing, has licensed the PQ brand from its founders and owners Bill and Denise Watkins. PQ Montana will be Mann's first event under the new licensing agreement. He expects it will be the first of many. Mann, who has staged more multi-day, multi-sport races than any other individual in the world, is bringing with him an experienced team; from discipline directors, logistics coordinators, medical staff and volunteer personnel.

Don Mann, who helped create an epic experience at PQ Utah in 2006 said, "We're finalizing what we believe to be the most beautiful and athletically challenging course in PQ history". Athletes should expect to suffer as they take on the wilds of Montana. With support crews to assist the teams, Mann has dished out a more demanding course than ever. In Montana, elevation will be the challenge. Mann has promised 100,000 feet of elevation gain on mountain bike and on foot. That's more than seven times the elevation gain of a Mt Everest climb.

For kayaking, rafting and riverboarding, Montana's rivers are likely to deliver Class III rapids, if athletes stick to the tamest lines.

There are also exciting changes to the traditional AR ropes disciplines as Jay Smith, Kitty Calhoun, Conrad Anker and the rest of their crew create another world-class ropes course. As Jay describes, "The ropes course consists of rappelling, climbing fixed line, 4<sup>th</sup> and 5<sup>th</sup> class scrambling/climbing via hand-line, and a 5.5 route section which will require competitors to free climb (required roped free-climbing to Class 5.5)."



"The World's Most Challenging Human Endurance Competition"



### **Primal Quest Sprint Series 2008:**

**NEW for 2008 - A series of shorter, faster, high energy, adrenaline-fueled sprint races designed to bring new people into the sport of adventure racing!**

The 4-to-6 hour Primal Quest Sprint Series adventure race events are perfect for adventure racers, runners, mountain bikers, paddlers, tri-athletes and any other athlete looking for a challenging and fun experience.

The all new PQSS offers adventure races for teams of two that feature standard adventure racing disciplines, including trekking/trail running, mountain biking, and paddling. Teams will also face special events like a cargo net climb, ropes bridge, low crawl, and straight out of Don Mann's Navy SEAL Training events - the infamous log PT!

### **PQSS 2008 Events:**

- Race #1 - Pocahontas State Park, Chesterfield VA - May 10, 2008
- Race #2 - Moraine State Park, Pittsburgh, PA - Sept. 6, 2008
- Race #3 - US National Whitewater Center, Charlotte, NC - Oct. 4, 2008



"The World's Most Challenging Human Endurance Competition"



### Television:

- 2006: *8 Hours of National Television Exposure*, ABC, ESPN2 & Nippon Television Network (NTV - Japan)
- 2004: *7 Hours of National Television Exposure*, CBS Sports, OLN
- 2003: *2 Hours of National Television Exposure*, CBS Sports
- 2002: *3 Hours of National Television Exposure*, OLN
- **\*2008 Television broadcast is currently in negotiation.**

### Internet:

Primal Quest website ([www.ecoprimalquest.com](http://www.ecoprimalquest.com)) received nearly 1,000,000 hits per day during the month surrounding the 2006 race and integrates cutting edge technology with high levels of content including:

- Web accessible, near real-time, GPS tracking of contestants across entire race course.
- Daily video updates, status reports, and interviews
- Still photos and audio reports
- Insight into the race, rules, participants
- E-newsletter with over 6,000 subscribers
- Presence on popular social networking sites including YouTube and MySpace

### 2006 Web Stats at a Glance:

- **Total Page Views:** 6,680,728  
(285% increase over 2004 race)
- **Average Page Views per Day:** 417,546  
(285% increase over 2004 race)
- **Average Visits per Day:** 19,712  
(177% increase over 2004 race)
- **Average Visit Duration (hh:mm:ss):**  
1:06:29  
(289% increase over 2003 race)
- **Average Visitors per Day:** 8,172  
(316% increase over 2004 race)



"The World's Most Challenging Human Endurance Competition"



### **Print Media:**

Primal Quest has been featured in well over 100 articles, including publications such as: Backpacker Magazine, New York Times, Business Week, Denver Post, ESPN the Magazine, LA Weekly, Media Week, Men's Fitness, Men's Journal, National Geographic Adventure, Runner's World, Sacramento Bee, Seattle Post Intelligencer, Sports Illustrated, The Salt Lake Tribune, The Weather Channel, Yahoo! News.

For more information and complete articles, ask Sherry for the 2006 PQ Print & Online News Coverage or see [www.ecoprimalquest.com](http://www.ecoprimalquest.com).

### **PQ Environmental Ethos:**

Primal Quest events are in full accordance with the United States Adventure Racing Association (USARA) publication entitled "Adventure Racing Ecological Standards" and incorporates these standards in all phases of the planning, race management and post race activities. Adventurers competing in Primal Quest are required to practice responsible back country travel at all times. Teams only travel where permitted; do not build campfires; and strictly adhere to pack it in, pack it out rules. Given these widely adopted principals, the environmental footprint of the sport and PQ in particular, is extremely low.

For our complete Management Plan or a copy of the Adventure Racing Ecology Standards please contact us at [info@ecoprimalquest.com](mailto:info@ecoprimalquest.com).



"The World's Most Challenging Human Endurance Competition"



### Adventure Racing Demographics:

Few sponsorship opportunities can match the demographic appeal of the multisport athlete. Extremely focused and driven to succeed, these affluent young professionals not only embrace new technologies but have the purchasing power to obtain them. They are continually searching for products that they believe will give them an edge and add to their distinct image. As informed active consumers, they are the individuals that friends, family members and neighbors look to for advice on purchasing decisions related to cross training and endurance sport.

The multisport boom is in full swing. New events are being added at a record pace and events are selling out in hours. Primal Quest 2008 with an entry fee of \$12,500 per 4 person team sold out all 75 team positions in less than 12 hours. Multisport race participation has increased by more than 300% in the past five years. Today there are more than 1 million multisport athletes training and more than 500,000 compete in multisport events.

### **Today's Multisport Athlete is:**

#### **ACTIVE:**

Average of \$24,408 spent on athletic related purchases per year

#### **AFFLUENT:**

Average HHI: \$161,300  
Median HHI: \$122,600

#### **CORE:**

Median Age: 40  
84% are between 18 and 49

#### **EDUCATED:**

97% have attended college  
50% have post-graduate degrees or studies

#### **GENDER:**

74% Male  
26% female



*Source Triathlete Magazine Jan 2008, and USARA*



"The World's Most Challenging Human Endurance Competition"



<b>Household</b>	Married 73% Single 27% Children 17 or under 53%	73% 27% 53%
<b>Own/Plan to Purchase</b>	Mountain Bike Cycle clothing Heart Rate Monitor Sports Watch Sport Sunglasses (non prescription) Home Exercise Equipment Kayak MP3 Player	64% 95% 78% 84% 87% 42% 10% 60%
<b>Purchase Habits</b>	Likely to update to new gear Pair of running shoes owned Pair of running shoes purchased per year Number of bikes owned Number of bike shoes owned	61% 4 3 2.6 2 pair
<b>Fitness</b>	Health club participation	79%
<b>Level of Participation</b>	Event participation, per year Novice Intermediate Advanced Elite	3 to 6 22% 46% 26% 6%
<b>Nutrition</b>	Consume sports drinks Consume energy bars Consume energy gels Use daily vitamin/mineral supplements	89% 88% 83% 79%
<b>Automotive Demographics</b>	Own/lease a vehicle Median number of vehicles owned Own a car Own an SUV Own a pick-up truck Own a van/mini-van Purchased a vehicle in the last 12 months Plan to buy/lease a vehicle in the next 12 months	98% 3 69% 62% 24% 15% 32% 26%
<b>Travel</b>	Have taken a domestic trip in the last 12 months Average number domestic trips in the last 12 months Average length of stay Have taken a foreign trip in last 3 years Average number of foreign trips taken in the last 3 years	96% 9 8.5 days 68% 4
<b>Computer-Internet</b>	Households that own a computer Use internet daily	97% 100%





**For Additional Information, Contact:**

**Sherry Simpson**

**Sponsor Director**

Primal Quest Expedition Adventure Race  
"a Don Mann Production"

513-367-9399

[Sherry.simpson@ecoprimalquest.com](mailto:Sherry.simpson@ecoprimalquest.com)

**Primal Quest Websites:**

[www.ecoprimalquest.com](http://www.ecoprimalquest.com)

[www.primalquestsprintseries.com](http://www.primalquestsprintseries.com)



"The World's Most Challenging Human Endurance Competition"