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"The World's Most Challenging Human Endurance Competition"



## Section 1: Letter from Competitor Relations

Dear Captains,

Though still months away, Primal Quest 2008 is in full swing and we are looking forward to the challenge as much as you and your teams. As Directors of Competitor Relations, we are the bridge between the race and team captains. To that end, we are happy to share the important information in this newsletter.

Included is information about payment, certifications, mandatory gear, and other questions that you may have been curious about. What you will not find in this newsletter is the location of the race. Believe us when we say that no amount of cajoling or begging on your behalf could pry the secret location from race management. Regardless of the rumors (and we've heard them all... Colorado, Wyoming, Montana, Arizona) we know that the race will be held in yet another amazing location in the Wild Wild West!

We look forward to talking to team captains in coming months and helping to prepare you for this amazing challenge. We make our home in Reston, Virginia, just a few miles away from Washington Dulles International airport and we would enjoy meeting you in person. If you are going to be in the area, give us a call beforehand, we would enjoy hearing about your team's preparation for Primal Quest!

Excitedly,

Jamie & Chris Webster (Rumohr)  
Directors of Competitor Relations  
[Chris.Rumohr@ecoprimalquest](mailto:Chris.Rumohr@ecoprimalquest) or  
[Jamie.Webster@ecoprimalquest.com](mailto:Jamie.Webster@ecoprimalquest.com)  
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"The World's Most Challenging Human Endurance Competition"



## Section 2: Notes from the Field

The Primal Quest team has designed another epic course for your racing pleasure. The course can be summarized in one word...MORE! More elevation gain and loss, more single track, more challenging white water, higher altitudes and..... more pleasant temperatures than last year. The hiking sections will take you across majestic mountain ranges. The views will stop you in your tracks as the beautiful vistas unfold in front of you. The mountain biking sections are on some of the best single track in the west. Miles of tight, technical single track awaits you. The white water sections will take place on several snow-melt fed rivers. Superb physical conditioning, savvy race strategy and navigational skills will get you to the finish line. Last year the extreme temperatures were the single hardest aspect of the event. This year the tough technical terrain will be remembered by all those who step on the course. We look forward to sharing the location with you very soon. Until next time, I wish you good training!

Chris Caul  
Primal Quest  
Course Director

## Section 3: Course Preview

### Mountain Biking

Elevation gain and loss will be the challenge in 2008 as athletes negotiate technical single track, rideable logging roads, and pastoral meadows. The rewards include alpine forest scenery, abundant wildlife, and plenty of terrain and technical variety along the various mountain bike segments.

### Trail Running/Trekking

The terrain is steep and varied as the course rises and descends over several wilderness mountain ranges. Startling vistas, remote mountain lakes, dense stands of timber, rock outcroppings, waterfalls, and more than 300 wildlife species will add interest and exhilaration to this extraordinary course.

### Kayaking/River Swimming

Racers will enjoy the remarkable beauty of the area on pristine mountain lakes, and will thrill at the excitement of the class II – IV whitewater sections.

### Fixed Ropes

Always a keystone of PQ courses, the ropes sections of the 2008 race will continue to challenge and inspire teams. Athletes will ascend, rappel and traverse fixed ropes segments with a complexity that rival any ropes course ever created for an expedition adventure race.

More details on the course will become available in the coming month.

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## Section 4: Preliminary Schedule of Events

DATE	EVENT
June 21, 2008	Scheduled Team Registration & Gear/Ability Checks
June 22, 2008	Scheduled Team Registration & Gear/Ability Checks Opening Ceremonies
June 23, 2008	Race Start
July 2, 2008	Race Cut Off/ Awards Ceremony / Closing Party
July 3, 2007	Depart Race Location

## Section 5: Website Resources

- **Support Crew** – Need help finding a support crew? Primal Quest has received nearly 300 volunteer applications, and we'd like "share the wealth" by connecting your team with interested individuals from our list. Visit the "[Team Resources](#)" page on [www.ecoprimalquest.com](http://www.ecoprimalquest.com) and complete the on-line form. We'll send your request to our database of available volunteers who will then respond if they can assist. For more details, contact [volunteer@ecoprimalquest.com](mailto:volunteer@ecoprimalquest.com).



- **Team Mate Search** – In search of a team mate? Check out the "[Team Resources](#)" page on the Primal Quest website. Or, if you are an individual who wants to race, you may find a team to compete with in the "World's Most Challenging Human Endurance Competition." Our website attracts enthusiastic, adventurous athletes from around the world!
- **Prior Race Information** – With the focus on Primal Quest 2008, the websites from prior years are not be available via [www.ecoprimalquest.com](http://www.ecoprimalquest.com). If you really want to relive prior years, try the WayBack Machine in the internet archives link [http://web.archive.org/web/\\*/http://www.ecoprimalquest.com](http://web.archive.org/web/*/http://www.ecoprimalquest.com). Not all links work and Primal Quest is not responsible for this website.
- **General Information** – The website and newsletters are the primary forms of communications between race management and competitors. Read thoroughly and click often.





- **Shop PQ** – Why wait for the race to start styling in your PQ clothing? [The Primal Quest online store is open!](#) Just added to the store are embroidered race shirts by RailRiders. These are clothes that go places and are made to last. The PQ store is also the place to find stickers and tattoos, DVDs from Primal Quest Utah, and Don Mann's Complete Guide to Adventure Racing. Coming soon... All the PQ logo swag you could possibly desire: Hats from Headsweats, Water bottles from Camelbak, and Buffs from, well, from Buff! And there is more great gear to follow. And you thought your holiday shopping would be difficult this year!

## Section 6: Transportation and Accommodations

We will provide details regarding airports and lodging options soon after the race location is revealed. As Primal Quest 2008 is a supported race, teams will be responsible for travel to and from the race venue. Information regarding local rental companies and resources will be provided in upcoming newsletters and on the website.

Teams will also be responsible for arranging their own accommodations. Our host venue(s) are excited to offer a variety of lodging options in a wide range of prices, and encourage teams to bring friends and family to enjoy the many offerings of this recreation-oriented location. More details to come!

## Section 7: Team Captain Responsibilities

The Team Captain is responsible for all communications to the Primal Quest Competitor Relations Department on behalf of their team. Only a Team Captain can authorize changes in team members, team name and other important administrative items on behalf of the team. Team Captains are also responsible for disseminating all information to their team.



## Section 8: Competitor Newsletter Schedule

Including this Newsletter, we will distribute four Competitor Newsletters containing all of the information you need to prepare for the race. It is your responsibility to read the information in each Newsletter in its entirety.

Competitor Newsletters will be available on approximately these dates:

- September 2007 - Competitor Newsletter #1
- December 2007 - Competitor Newsletter #2
- March 2008 - Competitor Newsletter #3
- May 2008 - Competitor Newsletter #4

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## Section 9: Prize Money

Teams will be competing for a total of \$100,000 in cash and awards. The cash awards will be distributed as follows:

- 1st Place Team = \$25,000
- 2nd Place Team = \$18,000
- 3rd Place Team = \$15,000
- 4th Place Team = \$12,000
- 5th Place Team = \$10,000



All finishing teams will receive quality Primal Quest awards.

## Section 10: Team Entry Fees

We're pleased to announce our new partnership with [Active.com](http://Active.com) to provide on-line transactions. This is in response to requests to allow credit card payments for the remaining \$10,000 in entry fees which are due no later than November 1, 2007. As part of the agreement, [Active.com](http://Active.com) has agreed to lower their processing fee to 2% for teams that choose this payment option. Of course we'll also still accept money orders and certified checks mailed to Primal Quest, 103 Marina Point, Williamsburg, VA 23188. After we receive this payment, your team will be officially registered to participate in Primal Quest 2008! Just a reminder...there will be no refunds of the \$2500 initial application deposit after November 1. Any cancellations prior to that date, will incur a \$500 administrative fee. Teams that are not paid in full by November 1, 2007 will be removed from the team roster.

## Section 11: Team Sponsorship Information

We recognize the need for teams to secure funding through sponsors and other partnerships. For that reason, we will provide you with the most up-to-date information regarding media as it becomes available. To assist you with your current discussions, we've provided a Primal Quest Media Guide located on the "[Team Resources](#)" section of the [www.ecoprimalquest.com](http://www.ecoprimalquest.com) website.

To further assist you in attaining sponsorship, the following information will be useful in your packages and presentations to prospective sponsors:

### OVERVIEW

Primal Quest® is an environmentally friendly, ecologically aware wilderness Expedition Adventure Race. Teams of experienced adventure athletes journey across expansive terrain using only a map, a compass and their combined skills. Successfully finishing requires much more than stamina and mental fortitude. It requires selfless teamwork, spirit and absolute determination. Only co-ed teams of four are permitted to race. Team members are required to travel together at all times and must finish together in order to be officially ranked.





## **ABOUT PRIMAL QUEST**

The expedition adventure race format is unlike any athletic event in the world and the Primal Quest Expedition Adventure Race is considered to be the "World's Most Challenging Human Endurance Competition".

The intent of the Primal Quest Expedition Adventure Race® is to challenge participants and teams physically, mentally and spiritually while exploring and experiencing the wonders of the great outdoors. At its core, Primal Quest challenges adventurers to navigate their way through the earth's wildest terrain to find a pre-determined number of checkpoints in order to complete the competition. Racers are not allowed to use motorized transport or outside assistance to complete their journey. A variety of disciplines are usually encountered during the race, with trekking/running, mountain biking and paddling being the most common.

Primal Quest is a non-stop, continuous race. Except for the important distinction of safety, the clock, once begun, does not stop until the teams cross the finish line. The first team to reach the finish line is declared the winner. Completing the journey and crossing the finish line is a stunning triumph and provides for a lifetime of memories. To actually win Primal Quest is a remarkable feat reserved only for those extraordinary athletes that have excelled in teamwork, self sacrifice, perseverance, and endurance.

## **HISTORY AND CONCEPT**

Primal Quest, LLC was founded in 2001 with the goal of bringing a world-class, multi-sport expedition races to North America. The concept of Primal Quest® included the fusion of premier television coverage for the event, substantial prize money for the winning teams, and responsible use of back country lands to promote a positive environmental message.

## **ENVIRONMENTAL PHILOSOPHY**

Primal Quest is in full accordance with the United States Adventure Racing Association 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.





## EXPEDITION ADVENTURE RACES

Origins of adventure racing date back to the 1980's and 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. In 2002, Primal Quest was introduced and quickly earned worldwide recognition as the sport's premier event. By 2003, Primal Quest became the first Expedition Adventure Race to be shown on network television (CBS). The events have been professionally filmed to document the drama and excitement of traveling 400+ 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 first Primal Quest was held in 2002 in the Telluride, Colorado region. 62 teams from 8 countries participated in the inaugural event. The winning team, SoBe/SmartWool was a mix of Australia/New Zealand athletes that covered the Rocky Mountain course in a little over 3 days. The 2003 edition of Primal Quest brought together 80 teams from around the world to the Lake Tahoe area in the Sierras. 457 miles and 4 days, 17 hours, 43 minutes later the winning team members of Nike ACG/Balance Bar crossed Lake Tahoe to reach the finish. In the 2004 Primal Quest Expedition Adventure Race, held in the San Juan Islands and Cascade Mountain Range of Washington, Team Seagate (NZ) and Team Nike ACG/Balance Bar (USA) tied for first place, finishing just over 5 days of racing. Primal Quest Utah was held in 2006, and surpassed all previous events in terms of difficulty, ruggedness of terrain, and the sheer will needed just to survive. Once again, members from team Nike/Powerblast won first place honors and took home with them the satisfaction of being on "THE team to beat" in 2008.

### Contact Primal Quest

*For General Information:* [info@ecoprimalquest.com](mailto:info@ecoprimalquest.com)  
or call Chris Caul, 540-969-9357

*Sponsor/Partner Opportunities:* [sponsor@ecoprimalquest.com](mailto:sponsor@ecoprimalquest.com)

*Volunteer Info:* [volunteer@ecoprimalquest.com](mailto:volunteer@ecoprimalquest.com)

### Mailing Address:

Primal Quest  
103 Marina Point  
Williamsburg, VA 23188





## Section 12: Certifications

All racers are required to be certified in swimming, climbing, first aid, kayaking, and navigation. Certifications for each team member must be submitted in a single package by April 15, 2008. Prior certifications are good for one year from the date of the skill certification. We realize that many of you are very experienced racers and accomplished outdoorsmen/women. However, insurance requires that these certificates be attained, without exception. Mere certification is not enough however. Make sure you feel confident in your ability to handle this course. All requests for a waiver of this requirement will be denied and referred back to this section. Copies of each certificate can be found in pdf format on the [www.ecoprimalquest.com](http://www.ecoprimalquest.com) site on the "Team Resources" page.

## Section 13: Mandatory Gear & Equipment List

### MANDATORY SAFETY EQUIPMENT (Per Person) CARRIED AT ALL TIMES

QTY	ITEM(S)
1	Backpack
1	Windproof lighter
1	Knife, within easy reach, folding OK
1	Whistle
1	Head lamp with extra batteries
1	Brimmed or caped hat for sun protection
1	Space blanket
	Water purification tablets or liquid, filter or other
1	Means for carrying adequate supplies of fluids
	Money for emergencies
	Photo identification card
	Reflective tape 1" x 2" (2.5cm x 5cm) for helmet and 1" x 6" (2.5cm x 15.2cm) for backpack, minimum
10	Human Waste Bags (1 to be carried each day) - Visit our partner Restop for more info.

### MANDATORY SAFETY EQUIPMENT (Per Team) CARRIED AT ALL TIMES

	ITEM(S)
2	Compass
1	Emergency strobe light (not a bike light)
1	Dry bag for the safe-keeping of your Tracking / Emergency equipment and other items that must be kept dry during the event. These bags must be waterproof under all conditions!
1	Tracking/emergency equipment (provided by PQ)
Set	PQ-provided maps
1	Water-proof map case
1	Altimeter
1	Back up team headlamp





**MOUNTAIN SECTION EQUIPMENT (Per Person)**

QTY	ITEM(S)
1	Climbing helmet (to an approved national or international standard – CE, UIAA, etc.)
1	Lightweight long pants and long-sleeved shirt
1	Shell Gear Clothing for upper and lower body
1	Thermal undergarment top and bottom
1	Fleece top
1	Fleece or Polypro-type hat
1	Pair lightweight to medium weight full-fingered gloves (Biking gloves allowed)
1	Pair Gaiters
1	Pair of dark sun glasses
	Suitable shoes (i.e. no sandals)

**MOUNTAIN SECTION EQUIPMENT (Per Team)**

QTY	ITEM(S)
1	<a href="#">Sleeping Bag</a> – Need to carry 1 per team
1	Commercially manufactured 3-season tent to fit all members of team

**MEDICAL KIT (Per Team)\* CARRIED AT ALL TIMES**

QTY	ITEM(S)
10	doses of pain/fever medication (Ibuprofen/Tylenol)
1	SPF 30+ sun screen, 10 oz minimum
1	1 oz Cortisone cream
1	Lip balm
10	Betadine, iodine or alcohol swabs
1	First aid tweezers
1	Needle
4	Moleskin 3 ½" x 3 ½" (8.9cm x 8.9cm)
1	24" x 1" Adhesive tape (61cm x 2.5cm)
1	5' x 2" wide roll gauze roll (12.7cm x 5.1cm)
6	Butterfly bandages
10	Electrolyte replacement tablets
10	Glucose replacement tablets
2	3" ACE Bandages (7.6cm)
4	4" x 4" gauze pads (10.2cm x 10.2cm)
1	5 Yards duct tape (457.2cm)
1	Antibiotic Cream
1	Pair of latex exam gloves
6	Antidiarrheal pills
4	Safety pins
NOTE:	Each support crew will be providing ALL NON-CRITICAL foot care for their team and must have adequate first-aid items to do so.





MOUNTAIN BIKE EQUIPMENT (Per Person)

QTY	ITEM(S)
1	Mountain bike
1	Bike helmet. Must be CPSC, SNELL and/or ANSI-approved.
1	White light mounted to bike helmet with extra batteries
1	Front Light with extra batteries
1	Rear Light with extra batteries

MOUNTAIN BIKE EQUIPMENT (Per Team)

QTY	ITEM(S)
1	Bike/tire repair kit with inflation device
	Bike assembly tools (to be used by support crews in TAs)

FIXED ROPE SECTION EQUIPMENT (Per Person)

QTY	ITEM(S)
1	Commercial and UIAA and/or CE approved climbing harness, non-modified
1	Climbing helmet; UIAA, CE, or EN 12492 approved
2	Lanyards 24-48" (60-120 cm) Tip-to-tip laid flat in length (factory-sewn daisy chain or factory-sewn runners); No tied lanyards allowed; No adjustable daisy chains (with the integrated camming buckle) allowed; Must be 100% nylon – No Spectra daisy chains
2	Lanyards 24-36" (60-90 cm) Tip-to-tip laid flat in length (Factory sewn daisy chain or factory sewn runners); No tied lanyards allowed; No adjustable daisy chains (with the integrated camming buckle) allowed; Must be nylon – No Spectra daisy chains
1	Full size figure 8 device
2	Auto-Locking <a href="#">carabiners</a> (UIAA or CE approved)
1	Non-locking carabiner for use in hanging back pack.
1	Commercially sewn climbing sling, 24" (60 cm) long when laid flat minimum length. Can be either nylon or Spectra.
2	6 or 7 mm Prusik loop(s) tied with Double Overhand Bend ( aka Double Fisherman's ) 76.2cm/30" in Loop Circumference after bend is tied (15" {38 cm} tip-to-tip when loop is pulled taut and measured)
2	Mechanical Handled Ascenders
1	Pair of full-fingered leather palmed rappelling gloves or sturdy synthetic gloves
2	Etrier(s) or Foot Stirrups to be attached to your ascenders





**PADDLING EQUIPMENT (Per Person)**

QTY	ITEM(S)
1	Paddle with reflective tape on blade and shaft
1	PFD with reflective tape on shoulders 15 ½ lbs. buoyancy minimum.
1	Whistle attached to life jacket
1	Knife with scabbard sheath and locking blade attached to life jacket, minimum blade of 2.5" (6.4cm), folding OK (no sheath needed for folding knife).

**PADDLING EQUIPMENT (Per Team)**

QTY	ITEM(S)
1	7mm Prussic loop 18" (45.7cm) tied tip-to-tip
2	Locking carabineers
2	Commercial grade safety throw bags
16	Commercial 12 hr. (or greater) light sticks
	Zip ties or other means to attach light sticks to kayaks and competitors
2	Air Horn minimum 1.4 oz
2	Bilge Pump
2	Dry bags or more for team gear in hatches, size to be adequate for gear carried

**SWIM EQUIPMENT (Per Person)**

QTY	ITEM(S)
1	Wetsuit – full 3mm wetsuit OR 3mm Farmer John with a dry top combo Shin, knee, elbow, thigh protection (i.e. rubber, commercial grade pads, etc.)
1	Pair Swim Fins with tethers
1	Helmet; climbing helmet OK
1	Pair Neoprene gloves
1	Swim/boogie board, not to exceed 57" (145cm) in length – may only be modified to include handles/straps for easy gripping
1	Whistle attached to life jacket
2	Commercial grade safety throw bags (per team)
1	Waterproof bag for gear





## Section 14: Special Announcement

The Original Urban Adventure Race



### THE WILD ONION

The Wild Onion Urban Adventure race is back...in CHINA! Yes, you heard right. As producers of the original urban adventure race, Urban Adventure Racing (UAR) has been working with its partners to take the event to yet a higher level. With this as our vision, the result is the first ever Urban Adventure Racing World Championships to be held on April 19, 2008 in the thriving metropolis of Chengdu, China! And it promises to be an incredible event.

"The elements necessary for a World Championship race include a vibrant city, world-class athletes, network television coverage (NBC Sports) and a race course and prize purse to both severely challenge, yet handsomely reward the teams courageous enough to compete," notes co-race organizer John O'Connor. The prize purse will be at least \$50,000 US cash for a one day race.

Registration opens October 1st.

Complete registration details can be found at [www.urbanadventureracing.com](http://www.urbanadventureracing.com)

The race format will be unsupported co-ed teams of three athletes. The course will be at approximately 150-miles long and include paddling, cycling, running, stair climbing, in-line skating, scootering, navigation/orienteering and rope elements.

"During our last scouting trip in August, we were paddling class 3 white water and it was awesome! To be able to not only experience that in an urban environment, but also race for over 130 miles in and around the capital city of the Sichuan province, is incredible. Our racers will cherish this once in a lifetime experience," exclaims co-race organizer Will Burkhart.

UAR is also excited to announce its Gold level sponsorship of Primal Quest. "As a long time friend and former participant in Don's races, we are very honored and pleased to be able to work with his team to promote the Onion," adds Burkhart.

We thank you for your continued support and hope you will join us for this thrilling event as we make urban adventure racing history!

