

Extreme Athletes To Compete In First Annual Four Winds Adventure Race In The Rocky Mountain Southwest June 14-21



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Competition Is Only Major Adventure Race In Western Hemisphere in 1997

THOUSAND OAKS, Calif. — Against the spectacular and breathtaking backdrop of the Rocky Mountain Southwest, the Four Winds Adventure Co. will welcome athletes to challenge themselves beyond the limits of their five senses during the inaugural Four Winds Adventure Race June 14-21.

Kicking off in Durango, Colo., this multisport "Supreme Adventure Race" will cover more than 300 miles, passing through environmentally diverse terrains — from high desert to snow-packed peaks — that will take approximately eight days to finish. Each five-member, mixed-gender team will put their physical and mental endurance abilities to the test as they mountaineer, white water raft, horseback ride, run, canoe and mountain bike through a grueling and complex course designed to provide new challenges and personal growth experiences.

The only major adventure race in the Western Hemisphere to take place in 1997, the Four Winds Adventure Race will emphasize such firsts as:

- *Spectator viewing* — The race course will touch upon four different tourist destination locations known for outdoor recreation, historical value and cultural activities, including the race's finish, Taos, N.M. Several different points along the course are ideally suited for spectator viewing, giving those interested — visitors, racers' families and friends, media, support teams, natives — the opportunity to share in the experience of adventure racing by watching and following the progress of competitors an opportunity never before featured in any major adventure race.
- *Venue winners* — Cash and other prizes will be awarded not only to the overall winning teams, but to teams winning stages of the race as well.
- *Successful finishes* — Highlighting the spirit of participation and achievement, the Four Winds Adventure Race will place special emphasis on more teams successfully reaching the finish line.
- *Community support* — The Four Winds Adventure Co. is committed to allocating a portion of annual race event sponsorship monies to educational programs for indigenous peoples, based on race locations.

These aspects of the event transcend past race practices by allowing interested or involved parties more access to the event and exposure to the heritage and traditions of the adventure racing experience.

"Adventure racing is about exploding your personal and physical limits and providing a means to find your natural selves," explains Dr. Bill Lionberger, Four Winds Adventure Co. co-founder and himself a multisport athlete and an American of Choctaw -Chiksaw descent. "Participants must draw upon their own resources and experiences in extreme and challenging wilderness environments."

Adds Karen Livesay, Four Winds Adventure Co. co-founder, as well as successful entrepreneur, horsewoman and American of Costa Rica-Nicaragua Indian descent, "The Four Winds Adventure Race is geared to be more than a competition. It's an opportunity for participants and others to learn about themselves and traditions of ancestors on the lands upon which they will race."

Additional information regarding the Four Winds Adventure Race may be obtained by telephone at (800) 775-7671; fax, 805-529-0365; e-mail, info@4windsadventure.com; or mail at 1772J Ave. de Los Arboles, Ste. 203, Thousand Oaks, CA, 91362.