



## PRESS RELEASE

### **Overwhelming Response To First RacingThePlanet Event in Australia.**

*(Hong Kong, 02 October 2009)*, Two hundred people will be competing in RacingThePlanet: Australia 2010, with thirty-five nations represented amongst those who have committed to take part in the race in the Outback of Western Australia's remote Kimberley region. "The response to our first race in Australia has been fantastic," said Mary Gadams, founder and CEO of RacingThePlanet. "It's a lengthy journey for most of our competitors, but when we ask our community of participants where they would like to race, Australia has long been a popular suggestion."

RacingThePlanet: Australia 2010 will be the third edition of the annual RacingThePlanet race, with previous events taking place in the rice terraces of Vietnam in 2008 and the Fish River Canyon and Skeleton Coast of Namibia in 2009. The 2011 edition will be staged in Nepal.

Says Mary Gadams, "We had no doubt that Australia would be able to provide many breathtaking locations for one of our endurance races. We considered a number of locations, and have planned a race through some of the most dramatic and culturally important landscapes of The Kimberley. It's going to be a formidable race, taking competitors through some of the harshest and most spectacular landscapes in the world. Competitors will pass through one section called "The Maze" which will require them to swim and scramble their way through pure Kimberley rock."

Participants vary hugely in age and experience. The youngest and oldest are both Australians – Christian Prendiville, 20, a student and pro tennis player from Perth, and Frank Maloney, 65, a keen marathon runner and surgeon from Brisbane, neither of whom have before attempted a race of this length and format. In contrast, ten of the competitors have completed RacingThePlanet's 4 Deserts series, by racing in the Atacama Desert in Chile, the Gobi Desert in China, the Sahara Desert in Egypt and the polar deserts of Antarctica.

The race will be keenly contested, with some very competitive endurance racers making the trip to Western Australia.

The man to beat is Salvador Calvo Redondo, 47, of Spain, who has won both the previous editions of RacingThePlanet – Vietnam 2008 and Namibia 2009. Paul Liebenberg, 34, a South African who works as a Flying Doctor in Queensland was the first person to complete all 4 Deserts races in one year, and is going to be pushing for honours in the Outback.

For the ladies, expect Stephanie Case, 26, from Canada to be racing hard, having been the first woman to cross the line in RacingThePlanet: Vietnam 2008, and even finish the race with a broken foot in Namibia in 2009. Another veteran of RacingThePlanet: Namibia 2009 Joanna Eades, 40, a Briton-based in Hong Kong is a keen marathon and trail runner and is looking stronger and stronger in the 250km distance.

With the race seven months away competitors will be ramping up their training regimes getting ready for the grueling climate of The Kimberley, which is the hottest part of Australia with daily averages above 30°C even in winter.

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*About Racing the Planet:*

*RacingThePlanet is a unique category of rough country footraces that take place over seven days and some 250 kilometers in remote and culturally rich locations around the world. Competitors must carry all their own equipment and food; they are only provided with water and a place in a tent each day, but are supported by professional medical and operations teams. Currently the events consist of the 4 Deserts, a series which encompasses the Gobi Desert in China, the Atacama Desert in Chile, the Sahara Desert in Egypt and Antarctica, plus a fifth event - RacingThePlanet - that roves to a new location each year. Time Magazine recently ranked the 4 Deserts #2 in its list of the world's top endurance competitions.*

For any enquiries please contact [info@racingtheplanet.com](mailto:info@racingtheplanet.com).

For more information on RacingThePlanet: Australia 2010, please visit the race website at [www.racingtheplanet.com/australia](http://www.racingtheplanet.com/australia).

Follow the next 4 Deserts event, the Sahara Race, at [www.4deserts.com/sahararace](http://www.4deserts.com/sahararace) from 25-31 October 2009.

END



*The Kimberley*



*Ord River, The Kimberley*



*RacingThePlanet: Namibia 2009.  
Competitors race through Fish  
Canyon, Africa's Grand Canyon  
and the world's second deepest.*