



# Media release

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FOR IMMEDIATE RELEASE

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## Off road adventurers race into the Clarence Valley this weekend

MULTI-sport adventurers will tackle some of the Clarence Valley's most rugged and beautiful country this weekend for Adventurethon Demolish, another enticing event in Clarence Valley Council's sports tourism program.

Adventurethon is an off-road, multi-sport race made up of three stages – paddling, trail running and mountain biking.

On Saturday, the paddle and running legs will see competitor's running over boulders and crossing rivers in the Clarence Gorge, then paddling down river through a combination of rapids and calm water.

On Sunday the race moves down river to Bom Bom State Forest, near Grafton, for mountain biking.

Competitors can tackle the entire Adventurethon course or pick and chose sections. Teams are welcome.

Event organiser, Joel Savage, said at least 400 adventure-loving competitors were expected to sign up for the event by the close of registrations on Wednesday.

"We're still taking registrations so it's not too late to have a go," Mr Savage said.

"The Clarence Valley offers a small town vibe that you just can't get in the big towns, and you get to experience the contrast of the Clarence River, from rapids in the Gorge to relaxing paddling at Lilydale."

Winners of the ultra long distance course will be crowned King and Queen of the Clarence Valley and receive sought-after tickets into New Zealand's ultimate multi-sport race, the Coast to Coast.

Adventurethon Demolish is sponsored by Clarence Valley Council, as part of the sports tourism program.

Events and promotions officer, Alicia Savelloni, said Adventurethon was a great fit for the sports tourism program because it benefited the local economy through increased visitors and promoted relatively unknown areas of the Clarence Valley region.

"The event showcases our unique hinterland and taps right into our target market of active families," Mrs Savelloni said.

Adventurethon has merged with Bom Bom Racing to hold the mountain biking stage in conjunction with GBomb 2018, Bom Bom Racing's annual event that was postponed due to rain earlier in the year.

For more information visit [www.adventurethon.com.au/event/clarence-valley-nsw](http://www.adventurethon.com.au/event/clarence-valley-nsw).

Release ends.



Caption: Athletes crossing the river at The Gorge. Photo credit John Winters

**For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.**