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PRESS RELEASE

For Immediate Release

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ULTRA520K CANADA ANNOUNCES CONTINUATION FOR FORESEEABLE FUTURE

Penticton, BC – Steve Brown Founder and Race Director of Ultra520K Canada has announced, the event will continue into the foreseeable future. This comes as a surprise as it was only 6 months ago that it was announced that 2017 and 2018 would be the final years for Ultra520K.

"Following a period of negotiation with some of the people that have been the main organizers of the event over the years, we have reached an agreement whereby that group will spearhead the event going forward and using myself as consultant." said Steve Brown, earlier this week. "Not only was it my local group, but I was getting a lot of support and encouragement from the athlete community to continue. The 2018 event is already full and I'm still getting requests to do the event. Following through on those requests it is becoming obvious that we need to keep moving the event forward.

My organizing group who have become very attached to the event certainly didn't want to see it disappear. They approached me with a plan to keep it going and still allow me to step back a little, which was my initial intent. At the same time they wanted to give me a voice at the table to ensure the quality and principles of the event continue to the standards we have always run the event at.

With these new developments in place we have opened registration for the people waitlisted for the 2018 race and those that expressed a willingness to support a 2019 event. We now have 15 confirmations for the 35 available spots for 2019. We are now opening registration for 2019 for general registration to all athletes.

For athletes we will still be offering the same quality event they have come to expect at the previous Ultra520K Canada Events with no change to the atmosphere of fellowship and goodwill amongst those that participate.

For more information please contact Steve Brown at (250) 809 - 1798 or visit the website www.ultra520kcanada.com