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FOR IMMEDIATE RELEASE:

Stubborn Fool Adventure Race launches in Madison, Saturday, April 6

Madison, Wisconsin – April 1, 2013 – While it may not be the Eco Challenge or the Raid Gauloises, Stubborn Fool will certainly put adventure racers to the test on Saturday.

The Stubborn Fool Adventure Race will take competitors on a journey by bike, on foot, and in canoes and kayaks in and around Madison. “Teams will cover over 30 miles, entirely under their own power, with only a map, compass, and their wits to guide them”, says Paula Waite, race director, 180 Adventure, LLC.

180 Adventure hosts Stubborn Mule, a 12- and 30-hour adventure race in Wausau each summer, and wanted introduce a shorter race in the Madison area to encourage new racers to try the sport. “Many folks are really getting into the Tough Mudder-type events, and we think this is the way for many of them to challenge themselves even further.”

Racers competing in Stubborn Fool will bike 21 miles, run 7 miles, and paddle 4 miles while hunting for hidden checkpoints around the city.

“Registration for Stubborn Fool has been incredible. I think these warmer days have really inspired people to race. We are at 33 teams and almost 80 racers. That's spectacular for an early season, first year adventure race.”

“We have a great mix of participants: many brand new, never-raced-before teams all the way up to teams who've competed on the national level. We are drawing racers in from at least 6 states.”

The race begins at 10 a.m., Saturday, April 6 at Vilas Shelter, Vilas Park, Madison. More information can be found at www.180Adventure.com. Spectators welcome!

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