

## MEDIA ALERT

May 28<sup>th</sup>, 2009

### 2009 City Chase North American Championships To Be Held In Québec City, Québec

QUÉBEC CITY, QC – May 28<sup>th</sup>, 2009 – 2009 will mark the first time ever that The City Chase Canadian Championships and US Championships are to be held in unison, and City Chase is very proud to announce that Québec City has been selected as the official host city.

With its international recognition, a tremendously rich culture and heritage, and the outstanding support provided by Fairmont Le Château Frontenac, Air Canada, and Québec City Tourism, Québec City was a natural choice for The 2009 City Chase North American Championships.

Over the next four months, The 2009 Mitsubishi City Chase Series Presented by BlackBerry Bold will attract over 10,000 Chasers across North America who will enjoy a truly unique and memorable urban racing experience, and will push their comfort zones as they tackle a variety of physical, intellectual, adventurous and humorous ChasePoint challenges.

Since its inception 6 years ago in Canada, City Chase has expanded to 15 countries world-wide, has become the 'World's Largest Adventure Series', and has been named Canada's 'Best Sporting Event' each of the past four years.

Part urban obstacle course, part scavenger hunt, this year's North American Series will include qualifying events held in Vancouver, Edmonton, Calgary, Toronto, Ottawa, Montreal, New York, Philadelphia, Chicago and San Diego. The winning team from each event will represent their city in the Québec City Championships, where they will face an epic adventure that will take them out of their element and truly test their resourcefulness in unfamiliar territory.

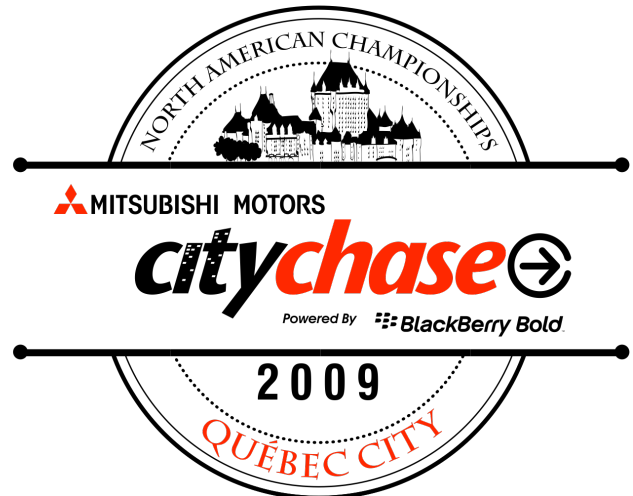
Part of The World's Largest Urban Adventure Series, The 2009 City Chase North American Championships, will take place from September 3<sup>rd</sup> to September 5<sup>th</sup>, and will ultimately determine the participants who will represent 'Team Canada' and 'Team USA' at The 2009 City Chase World Championships.

In addition to the title of "2009 City Chase Champions", and the right to represent their country on the world stage, Canadian teams will also be competing for a chance to win a pair of All-New 2009 Mitsubishi Lancer Sportbacks.

**Fairmont Le Château Frontenac, Air Canada and Québec City Tourism are thrilled to be part of this exciting adventure! As the Chasers attempt to conquer the city and win this race, we hope to conquer their hearts with our legendary hospitality!**

Québec City and surrounding area provides history and scenery unequalled anywhere in North America. But Québec City is so much more than that. Its cultural diversity, amazing gastronomy, without forgetting the legendary welcome that the Québécois reserve for all, will allow City Chase along side Québec City Tourism to involve local attractions and locations, and magnify and augment them in ways unimaginable.

"After five very successful seasons, we knew that it was time to introduce the North American regional winners to the spectacular history, culture and adventure of Québec City" said David Nash, Director of



City Chase North America. "Québec City has provided the canvas for some very unique challenges and we are excited to unveil it to the participants".

"Hosting the 2009 City Chase North American Championships falls right within our planned development tourism strategy for Québec City", commented Gabriel Savard General Manager for Québec City Tourism upon learning the good news. "Presenting many diverse activities for the active visitor which allies exceptional cultural and culinary experiences as well as our great outdoors presents a vibrant and bustling urban lifestyle that many seek when choosing a destination."

### **The Chase is On!**

**What:** The North American City Chase Championships will be an epic 3-day adventure race that takes participants out of their element and truly tests their resourcefulness in unfamiliar territory.

11 Regional winning teams, representing cities from across North America will begin their adventures in Quebec City on September 3<sup>rd</sup>.

Each team will be provided an All-New 2009 Mitsubishi Lancer which, at times throughout the event, will assist them in getting to and from the various ChasePoint challenges.

Before reaching the finish line, teams will be tested with a truly unique series of experiences designed to showcase the history and culture of Quebec City, and push comfort zones while testing the Mind, Body and Spirit.

**When:** September 3-5, 2009

**Who:**

#### **The 2009 City Chase Regional Winners:**

- |  |  |
|--|--|
| • <b>Team Edmonton</b><br>Sara Brown & Tyson Van Leusden | • <b>Team Philadelphia</b><br>Kellyann Beene & Matt Shanahan |
| • Team Calgary           TBD                             | • Team San Diego        TBD                                  |
| • Team Toronto 1        TBD                              | • Team New York         TBD                                  |
| • Team Ottawa           TBD                              | • Team Chicago          TBD                                  |
| • Team Montreal         TBD                              |  |
| • Team Toronto 2        TBD                              |  |
| • Team Vancouver       TBD                               |  |

The top Canadian and US team at the North American Championships will represent their respective countries at The 2009 City Chase World Championships – location to be announced - where they will compete against 11 International teams in an epic multi-day adventure through one of the World's most interesting cities. The World Championships, including coverage from Quebec City, will be broadcast on National Geographic International Channel in over 100 Countries and to an estimated 200 Million viewers.

**The 2009 Mitsubishi City Chase Series Presented by BlackBerry Bold is proudly sponsored by Mitsubishi Motors, BlackBerry, Coke, Running Room, Molson and charitable beneficiary Right To Play.**

#### **Series Websites:**

Canada – [www.MitsubishiCityChase.com/championships.asp](http://www.MitsubishiCityChase.com/championships.asp)

USA – [www.CityChaseUSA.com](http://www.CityChaseUSA.com)

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**For further media information, interview requests with regional teams, editorial photography or video footage, please contact:**

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### **About City Chase**

City Chase Inc. (CCI) is the operating company of The City Chase Series, a global consumer events series, offering unique experiential 1-day adventures in various major markets throughout the world. Based in Toronto, Canada, CCI has already successfully executed City Chase events in major market across Canada, Europe, Australia, Asia and the United States. The City Chase Series has been named Canada's Best Sporting Event each of the past four years, and has been the World's Largest Urban Adventure Series since 2004.

CCI also develops, promotes and executes The Campus Chase Series, Virtual Chase, and customized Corporate Chase Adventures.

### **About Fairmont Le Château Frontenac**

Standing high on a bluff overlooking the mighty St. Lawrence River, Fairmont Le Château Frontenac is not merely a hotel located in the heart of Old Québec - it is the heart of it. Newly renovated in 2008, Fairmont Le Château Frontenac offers 618 luxurious guestrooms, exquisite dining opportunities, a distinctive elegance and world-class hospitality. Find out more at [www.fairmont.com/frontenac](http://www.fairmont.com/frontenac)

### **About Air Canada**

Air Canada is Canada's largest full-service airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada. In 2008, Air Canada together with its regional partner Jazz carried approximately 33 million passengers, providing direct passenger service to more than 170 destinations on five continents. Air Canada is a founding member of Star Alliance™, providing the world's most comprehensive air transportation network.

### **About Québec City**

Québec City is most definitely a world class destination. Perched atop Cap-Diamant, Old Québec relates its 400 years of history through its architecture and narrow winding streets. Visitors marvel at its spectacular beauty, enhanced by the presence of the flowing St. Lawrence River. The French notes in the air give it a distinct European feel. Bistros serving "café au lait" and boutiques offering local artisans' handicrafts recall its original roots. The unparalleled quality and variety of restaurants puts Québec City on a pedestal for exquisite cuisine highlighting regional products. Outdoor enthusiasts are impressed with the variety of activities available and the breathtaking scenery in all seasons, just a few minutes drive from downtown. But the best way to experience Québec City is to meet its warm and friendly people and share their "joie de vivre".