**PRESS RELEASE**

**Nepisiguit Challenge returns in 2017**

**Bathurst, Wednesday January 25 2017 –** The Défi Nepisiguit Challenge will be making its return on October 7th & 8th, 2017. This two-day multi-disciplinary adventure race spans approximately 140 kilometres from Mount Carleton Provincial Park to Bathurst, New Brunswick.

This exciting endurance event provides participants with an opportunity to test their limits in the disciplines of canoeing, biking and running while showcasing the rugged beauty of the Nepisiguit river region.

“The inaugural test event was held in October of 2016 and was considered an all around success, garnering glowing reviews from participants, the public and media alike. A result of this success, we are anticipating strong interest from participants. To ensure solid growth potential, total registrations for the 2017 event will be capped at 120 participants and we expect to reach this maximum potential”, said Ryan Wilbur, Recreation Programmer for Bathurst’s Parks, Recreation & Tourism Department.

The organizing committee along with various other stakeholders agree that this event presents a number of opportunities for the Nepisiguit region. “This is a wonderful opportunity to present natural beauty of our region to new markets while fostering active living through outdoor recreation and helping to establish the region as a four season outdoor recreation hub”, said Wilbur.

For information or to register, visit the “Défi Nepisiguit Challenge” website at: www.definepisiguitchallenge.com.

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**Complementary file:** Défi Nepisiguit Challenge Logo.jpg