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Adventure Racing Tools for 2010 Collection

March 23rd, 2010

Fremont, Calif., – Brooks-Range Mountaineering has introduced a new collection of Adventure Racing Tools to their product offerings for spring 2010. The new tools which include an Adventure Racing UTM Reader, a SOS Helicopter Landing Zone Card, and an Emergency Latitude/Longitude Ruler are available individually or as a set at outdoor specialty retailers and online at www.brooks-range.com.

There is no doubt that Adventure Racing is gaining in popularity in the U.S. According to the Outdoor Recreation Participation Report 2009, Adventure Racing experienced a 32% increase in participation in 2009 and was the number one fastest-growing outdoor sport.

"Thanks to the popular TV show, The Amazing Race, Americans are more intrigued than ever in these multi-sport events that involve running, hiking, paddling, mountaineering, orienteering and depending on the race, zip-lining, canyoneering and rock climbing," said Matt Brooks, President of Brooks-Range Mountaineering. "These tools will help them stay on track, excel in their sport, and give them peace of mind when it comes to backcountry safety."

The sport of Adventure Racing can take place in a local park, or it can take place around the world. Here are some Brooks-Range products that will help adventure racers stay on track:

Adventure Racing UTM Reader – An essential tool for any serious adventure racer. Includes the five UTM map scales most commonly used in adventure races. Cartographers ensured compliance with USGS standards for accuracy – it is accurate within 1/50th of an inch. Measuring only 4.25" x 7" (108 x 108 mm) square, it easily fits in a pocket, and its non-glare, flexible plastic material prevents broken corners or tearing in cold and severe conditions. Essential features make it as necessary for adventure racing and orienteering as a map or compass. Made in USA. MSRP \$5.00

SOS/Helicopter Landing Zone Card – A must-have reference when trouble happens. This card contains crucial information necessary to properly communicate with, and receive help from emergency teams. MSRP: \$3.00

Emergency Latitude/Longitude Ruler – Most Backcountry travelers use the UTM coordinate system, but Search and Rescue (SAR) aircraft use the lat/long system. This 4" x 7" disposable paper lat/long ruler is lightweight and fits easily into the Brooks-Range Field Organizer or a pocket for quick reference in an emergency. MSRP: \$5.00

Field Organizer – A compact yellow nylon, water-resistant portfolio with pockets and a hook and loop closure. Sized for standard field books and folded topo maps, the bright yellow color makes it easy to find. It is also compact enough to fit in a shirt or coat pocket. MSRP: \$22.00

Source: www.outdoorindustry.org

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