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AMERICA'S BEST TRAIL RUNNING TOWN - BEND, OREGON - NAMED HOST CITY
FOR 2008 & 2009 XTERRA TRAIL RUNNING NATIONAL CHAMPIONSHIPS
National Championship Race Set for Saturday, September 27, 2008

(BEND, Ore.)—Visit Bend (formerly the Bend Visitor & Convention Bureau), in partnership with the Oregon Sports Authority, today announced that Bend has been named the host destination for the 2008 and 2009 XTERRA Trail Running National Championships. Bend, which was recently voted "America's Best Trail Running Town" by the editors of *Outside Magazine*, was selected above other competing destinations due to its variety of terrain, mild fall climate, running-friendly trails, and the enthusiasm, interest and support of the local community.

"Bend has received national and international recognition as a trail running mecca," said Doug LaPlaca, President and CEO of the Visit Bend. "The next logical step for us is to identify and pursue opportunities to convert that recognition into increased tourism revenue, and the XTERRA Trail Running National Championship is a perfect fit."

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Visit Bend worked closely with the Oregon Sports Authority to secure the event, which is expected to attract a minimum of 300 competitors as well as family, staff, media and spectators to Bend at a time when lodging occupancy is typically low. Though the event date has been set for Saturday, September 27, 2008, a specific venue has not been selected. In the coming months, race organizers and the Visit Bend will work with local public and private groups including the U.S. Forest Service, Bureau of Land Management, Bend Metro Parks & Recreation, and private landowners and developers to identify a race venue and begin any necessary permit/approval processes.

“When we launched our Central Oregon Chapter in October, this was exactly the type of event we had in mind for the region,” said Drew Mahalic, CEO of the Oregon Sports Authority. “Bend’s reputation as an outdoor recreation destination will be a huge asset as we plan this event, and look to secure other, similar events of national prominence in the future.”

The XTERRA Trail Running National Championship’s main race is an Xduro (21k/13.1 mile) half-marathon distance event, but the day-long running celebration will also feature races of 10k and 5k distances, a festival/expo center for participants and spectators, and live entertainment. While the race field will include competitors who have qualified for the National Championship at other events, participation in all races is open to the general public.

“The U.S. Trail Run Series is one of the fastest-growing segments of XTERRA, with more than 50 races in 15 states on the calendar for 2008,” said Tom Kiely, CEO of TEAM Unlimited, owner of XTERRA. “The Trail Running National Championship is the culmination of that series, and we are certain Bend will be an excellent backdrop upon which the event will unfold.”

About Visite Bend:

Visit Bend (formerly the Bend Visitor & Convention Bureau) is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor's Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

About the Oregon Sports Authority:

The Oregon Sports Authority has served as the state's sports economic development arm for more than a decade, injecting millions of dollars into Oregon's economy each year through sports tourism. Financially supported by more than 150 annual members, the non-profit organization works relentlessly to enhance the state economically and culturally through sports. The Central Oregon chapter's purpose is to positively impact the region's economy and quality of life by attracting sports events and supporting area youth sports programs. For more information visit www.oregonsports.org.

About the XTERRA Trail Run Series:

The XTERRA Trail Run Series is an off-shoot of the XTERRA multisport series - renowned for being the most illustrious off-road (swim, mountain bike, run) competition in the world. What started with a handful of independent trail runs is now the XTERRA Trail Running Series - a bona fide set of races that include 10 different U.S. Regions and 50 races, culminating with the XTERRA Trail Running National Championship on September 27, 2008, in Bend, Ore. Each event sets out to champion human potential and make the world a better place - one step at a time. For more information visit www.xterratrailrun.com.

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