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Ragnar Relay Series Adds Three New Races to 2012 Season

Nation's Top Provider of Overnight Relay Races to Host 15 Events in 2012 Nationwide Series

KAYSVILLE, UT December 20, 2011 – The Ragnar Relay Series presented by NordicTrack is adding three new races to the 2012 season. The 2012 Ragnar Relay Series will now feature Ragnar Relay Cape Cod, Colorado and Adirondacks, in addition to the returning 12 races already on the series schedule.

Ragnar Relay is the nation's top provider of overnight relay races, which is currently the fastest growing running category. In 2011, nearly 60,000 audacious runners participated in a Ragnar Relay. With the announcement of the three new races, Ragnar Relay Series is expected to continue its exponential growth and has projected more than 74,000 runners will participate in a Ragnar Relay race in 2012.

Ragnar Relay Florida Keys will kick off the 2012 Ragnar Relay Series on January 6-7. As the season-opener, this race will be the marquee race and destination event within the national series. The second annual *Ragnar Relay Florida Keys* has already sold out with 500 participating teams and event organizers expect an additional 3,000 spectators to attend the event.

“There is nothing more rewarding than seeing participants excited about these races,” said Dan Hill, Co-Founder of Ragnar Relay Series. “The enthusiasm Ragnar participants have for these races are what give us the motivation to want to continue to expand the series.”

Ragnar Relay Cape Cod, formerly known as Ragnar Relay New England, will start at Borderline State Park where the course will guide runners towards Plymouth and along the canal trail. Pristine beaches and historic towns await as runners pass through Cape Cod on to the much anticipated finish line in Provincetown the weekend of May 11-12, 2012.

Ragnar Relay Colorado begins in Aspen on July 27th and will finish in Breckenridge on July 28th. Runners will head north from Aspen, running along the surrounding mountains, which will lead

them through picturesque Glenwood Springs. The course then guides runners through Vail, where they will continue the leap frog pattern to the finish line in Breckenridge.

The former Ragnar Relay New York, now *Ragnar Relay Adirondacks* with start in Saratoga Springs on September 28th and ends in Lake Placid on September 29th. The vibrant fall colors will highlight this course as runners make their way through the incredible terrain of the Adirondacks. From Saratoga Spa State Park, participants make their way along the Hudson River, through the Lake George region, up the southern side of Lake Champlain and end in Lake Placid, home of two Winter Olympic Games.

“Dan and I are thrilled to have been able to make what was once just a dream into reality and are extremely fortunate to have the opportunity to bring this event to so many beautiful places,” said Tanner Bell, Co-Founder of Ragnar Relay Series. “Cape Cod, Colorado and the Adirondacks each naturally have a magical beauty and charm, and what better way to experience these areas than to run directly through them.”

Ragnar has also attracted a strong stable of national and local corporate partners for 2012 that will further help grow brand awareness and support all of Ragnar’s race day and off-site initiatives providing best-in-class experiences for all participants. NordicTrack returns for the third year as Series Presenting Sponsor, joined nationally by Petzl, Nathan Human Propulsion Laboratories, and MarathonFoto.

Each Ragnar Relay challenges teams of 12 to run between 180 and 200 miles for nearly 30-hours. Runners who compete in Ragnar events are drawn to the free-spirited sense of adventure they experience alongside their team, which is typically missing from traditional marathons and other race formats. Each leg of the race varies in difficulty, allowing elite and novice runners to run together through some of the country’s most scenic terrain.

About Ragnar Events, LLC

Based in Utah, Ragnar Events, LLC is the largest overnight running relay series in the United States. Traversing inspiring and scenic destinations around the country, these events make testing your limits a team sport. Teams of 12 run this 200 mile relay in the course of two days and one night. They connect in memorable relationships, conquer a challenge that could not be done alone and celebrate with medals and finish line festivities. Often called a slumber party without sleep, pillows or deodorant, this unique relay turns out crazy costumes, inside jokes, close quarters and unforgettable stories. Begun as a single relay from Logan to Park City, UT in 2004 by college roommates, Dan Hill and Tanner Bell, now over 160,000 people have run in Ragnar Relay Series, which boasts 15 races and is growing every year. Visit www.ragnarrelay.com for race dates and exact locations.

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