

## **THE REAL RACE – A Unique Adventure Tourism Experience – Launches This Australian Autumn/Fall in May 2006**

*Competitors Make Reality TV Their Reality as They Compete for 17 Days Across Australia*

*Melbourne, Australia* January 30, 2006 –The Real Race, an adventure travel tour and competition will depart Sydney, Australia, on 8 May, 2006 for 17 days. 24 competitors from around the world will be racing around Australia; they will have no idea where they are going, what dangers and challenges they'll face or how the journey will affect their lives.

It's not a reality TV show but a *real* race, with *real* people and *real* challenges. The competition will offer non-stop adventure and mind-boggling experiences in a competitive but safe and fun environment. Best of all, the victorious team will do it all for free winning back the cost of the entire trip.

The concept is quite simple: Twelve teams of two will travel around Australia, performing tasks and accumulating points based on their performance. In this race there are no losers and no nasty eliminations. Every contestant wins, just by taking part in the real race, a thrilling and fun once-in-a-lifetime adventure experience. In participating in THE REAL RACE you can make reality TV your reality. Or you can simply enjoy the most exhilarating experience with your team mate and fellow competitors.

The inaugural race will take place in Australia during the autumn in the Southern Hemisphere between May 8<sup>th</sup> and May 24<sup>th</sup>, 2006. Australia was chosen to host the race because of the country's outstanding natural beauty and diversity of terrain. It's a country with some of the world's greatest snowy mountains, beautiful beaches, barrier reefs, deserts, rainforests, world heritage parks and so much more. THE REAL RACE team has travelled the world, and with their experience in adventure tourism they all agree that Australia is the greatest location for the first real race.

"This is an extremely exciting experience for anyone who has the passion to win, possesses the 'travel bug', enjoys being challenged, has good spirit, and is a never-give-up person. Successful applicants will also be fair players, who are willing to take risks, enjoy the moment and are passionate about new adventures" says Amber Newton, co-founder and Real Race organiser.

The Real Race, a race with many surprises, may comprise of activities including mountain biking, kayaking, trekking, running, navigation, rafting, 4x4 wheel driving, snorkelling, abseiling, flying fox, rock climbing, roller skating, caving, snow traversing, traversing in isolated and remote tracks, 'bush tucker' (Aboriginal food experience) and other activities.

At the end of the compelling race competitors will enjoy a chilled out, relaxing and pampering few days at one of the best beach resorts Australia has to offer, which is included in part of the package.

Early bird pricing is \$15,865 (AUS) or \$ 11,820 (US) and is applicable until January 31, 2006. Following that date pricing is \$16,536 or \$12, 320 (US). THE REAL RACE prices are per person based on a twin share. The price is fully inclusive. No single supplement available. Prices are quoted in Australian Dollars. Applicable price in US Dollars will be determined by the exchange rate on the date that payment is made. Exchange rate of 0.745 used to illustrate the price in US\$ above. Any refund

payments will be made in Australian dollars. GST - Goods and Services Tax is charged at 10% and included in the price above.

For more information and to find out how people can secure a place in the first race in Australia visit the real race web site at <http://www.therealrace.com/>

**About THE REAL RACE Company**

THE REAL RACE Company was created with a single mission in mind: To provide luxury adventure holidays for competitive people looking for once-in-a-lifetime experiences, with the unique opportunity to win back the entire cost of their trip.

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[TheRealRace.com](http://TheRealRace.com), The Most courageous contest ever attempted

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