



Untamed Adventure, Primus, and Origo Extend Partnership

Primus camping gear and Origo watches will sponsor Untamed Adventure Racing's 2010 Untamed New England after supporting Untamed Switzerland.

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Pontresina, Switzerland – Untamed Adventure Racing announces the extension of sponsorships with Primus (efficiency stoves and camping gear) and Origo (performance and utility watches ideal for adventurous lifestyles) for the August 12th Adventure Racing World Championship qualifier 'Untamed New England' after a successful presentation of the 3-day alpine stage race 'Untamed Switzerland' held on April 9th.

Origo and Primus provided prizes and support for Untamed Switzerland and will continue that support in an expanded role for Untamed New England. The creation of a Primus stoves "full service" checkpoint is in the works for this summer's Untamed New England. The checkpoint will allow exhausted athletes to prepare and eat hot meals days into the race using Primus gear.

"Having brands like Primus and Origo supporting our event mean the world to us," said Untamed Adventure Racing director Grant Killian. "There are few things, if any, more important to adventure racers than gear that lives up to their expectations and we know those are some of the highest expectations out there. Both Primus and Origo live up to the stringent tests of our racers and we hope our racers can live up to the challenges we have in front of them in Switzerland and New England."

Primus is known for its energy efficient high-end camping and expedition stoves. The EtaPower system combines a light weight with versatility, durability, and the fastest boil time. Primus also offers a full line of camping gear including lanterns, cookware, headlamps, flashlights, and tents. The Origo line of watches range from the Guide Pro Series ideal for the hunter or fisherman to the Granite Peak, Rendezvous Peak, and Traverse Peak series that combine a variety of utilities ideal for the adventure racer or wilderness navigation.

Untamed Adventure is an organization dedicated to balancing rugged endurance



competition with environmental responsibility. With over 500 teams having crossed our race starting lines since 2004, Untamed Adventure's multi-sport events maximize participant return on investment by keeping our race fees affordable, but not cutting corners where it really counts. You can tell a difference. Visit www.UntamedAdventure.com for more information.



For more on Origo and Primus visit www.origowatch.com and www.primuscamping.com. For more on the races, visit www.UntamedAdventure.com/SwissLive.aspx and www.UntamedNE.com, follow us on Twitter at www.twitter.com/Untamed_Adv, or join our FaceBook group at www.facebook.com/group.php?gid=48276787017. For more about the Adventure Racing World Series, visit www.ARWorldSeries.com.