

Adventure Racing World Championships coming in 2025

(Penticton, BC – May 8, 2024) – Penticton’s reputation as an outstanding destination of adventure sports has seen it land another signature event.

The 2025 Adventure Racing World Championships are coming to town next September, bringing in more than 440 athletes and 1,700 support crew from around the world.

“This is an exciting opportunity to showcase Penticton and the entire region for a world audience,” says Jeff Plant, the City’s sport and event supervisor. “We all know we’re so lucky to call such a spectacular setting home and this is a chance to promote Penticton and inject a serious economic boost during shoulder season. Hosting this world championship will add to our reputation as the place to be for these types of events.”

The adventure race is an endurance event that will see athletes trek, mountain bike and paddle more than 700 kilometres throughout the province. The race sign-up, conference and expo will be in Penticton before teams are transferred to a remote start. The finish line will be in Penticton and open for 10 days; fast teams are expected to finish in five days.

“We’re so excited to bring the Adventure Racing World Championships to our home community,” says Lyndie Hill of Hoodoo Adventures. “The vibe and commitment these athletes and their crews bring is so special. Teams come from around the world to test themselves and to embrace the culture of the community. We know Penticton will be an exceptional host and want to thank the City for their support.”

Council agreed to provide financial support totalling \$50,000 (\$40,000 cash and \$10,000 value in-kind) to support the event. The event is expected to have an estimated \$2.5 million in direct and indirect economic impact for the local economy.

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