



Media

A world first.

International teams of unicyclists race 800 kilometres for 5 days in the longest, most gruelling race of its kind. 16-20th June 2008. Nova Scotia, Canada.

Enjoy unique global exposure, and Ride The Lobster.

*“... closest thing to The **Tour de France** for unicyclists”*
 ANDY COTTER, long-distance unicyclist, Minnesota, USA

Our Invitation **Five Stages. Five Days.**

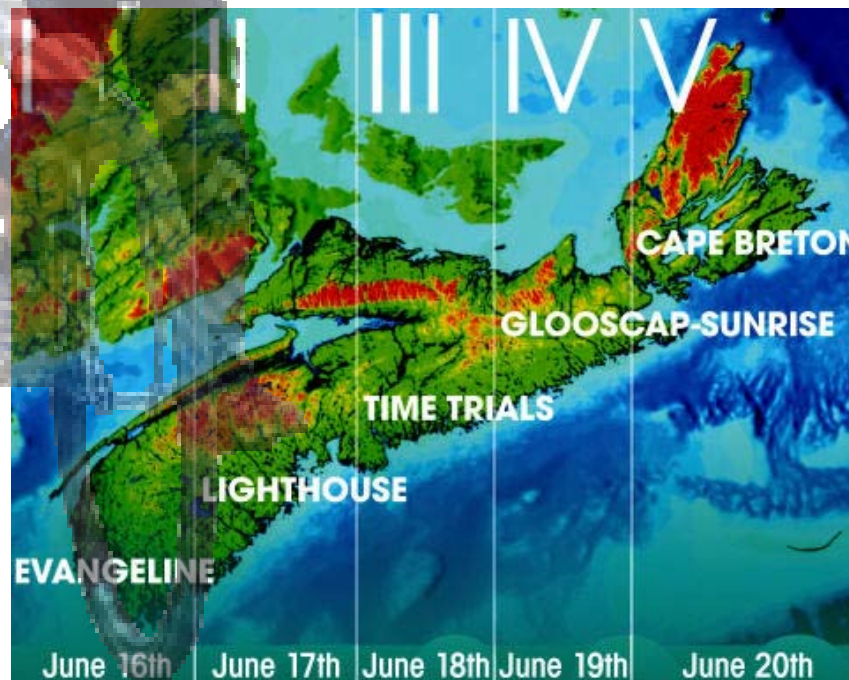
From the fog of Yarmouth to the hills of Cape Breton.

Here's an opportunity to record and broadcast a unique and challenging racing event called **Ride The Lobster** to an international audience of sports and adventure enthusiasts and spectators.

And, this is no ordinary event. Even rules had to be invented. It's a race that has so far attracted over 100 extreme riders from 17 countries, and drawn the attention of professional sports and adventure photographers and filmmakers and writers. We anticipate specialty broadcasters to join this event.

We're tracking teams and mapping live over the internet for on-line spectators and media.

And we're supporting projects of the African Water Wells program and the Nova Scotia Environmental Youth Corps.



EVANGELINE

Past Acadian settlements and farmlands of the flattest Stage of the Race.

LIGHTHOUSE

Roads wind along the many inlets and bays of Nova Scotia's scenic south shore.

TIME TRIALS

A change. Riders are challenged over a cross-country course and various obstacles.

GLOOSCAP-SUNRISE

Enter the rolling hills and forested landscape of central Nova Scotia.

CAPE BRETON

The beast rears its claws in the most rugged Stage of the race.

Nova Scotia Topographic Map Book available at:
www.theinsidestory.ca (Tel 001-902-765-6116)

Unicyclist image courtesy of Nathan Hoover, California, USA.

Digital Elevation image courtesy of AGRG, the Applied Geomatics Research Group, Nova Scotia, Canada. <http://agrg.cogs.nssc.ca/>



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ANDY COTTER, long-distance unicyclist, Minnesota, USA

Media kick-off

Here's your chance to attend, or host, our international media kick-off celebrations in Nova Scotia -- at Kings Theatre, Annapolis Royal on 14th September, and at *The Lobster Galley Kitchen Party* in Baddeck on 15th September 2007. Experience the Oregon storyteller and stand-up comedian Joe Kurmaskie.



Joe Kurmaskie (aka The Metal Cowboy) treks across Canada this summer on foot, bike, bus, train, plane, car and boat to be in Nova Scotia to entertain us. The USA Race Preview Team also visits Nova Scotia in mid-September 2007. They will join *The Lobster Galley Kitchen Party with The Metal Cowboy* to celebrate this kick-off party, to meet media, visit the route and ground support, and be available for promotional recordings.

Record these media events. Sponsors receive a ticket to attend. Enjoy good food, drink, music, dance and friendship.

Cutting-edge technology



Spectators and media from around the world will be able to follow the race on-line, and watch their teams' performance. Teams will be tracked by advanced satellite GPS technology every second of the race, for five days. Their positions will be mapped LIVE using GIS data streaming to the internet.

Web 2.0 technology will allow on-line spectators, media and organisers to actively participate in the event, and provide unique opportunities to showcase and promote sponsors.

RTL Racing Society

A non-profit group has been set up to run the event and promote tourism along the race route, and to track and map teams using current technology. The group also seeks to donate to projects of the Nova Scotia Environmental Youth Corps (<http://www.gov.ns.ca/emla/youth/>) and Ryan's African Water Well Foundation (<http://www.ryanswell.ca/>), and actively seeks generous support from sponsors, donors and volunteers.

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