



February 13th, 2020

PRESS RELEASE

For immediate release

The Cain's Quest 2020 Snowmobile Race will begin March 7th, 2020 when 100 racers leave the start line in Labrador City to embark upon a 3100km grueling challenge across Labrador for a chance to take home the title of Cain's Quest champion and a portion of the \$100,000 prize purse. Each year, after the teams cross the finish line, Cain's Quest hosts the closing ceremonies to celebrate the teams for their achievements, for their sportsmanship and for their bravery. The ceremony includes the presentation of awards, a dinner, footage captured along the route and congratulatory speeches given by partners, sponsors and government officials.

As the race grows in numbers and popularity, the Cain's Quest Board of Directors are challenged with hosting a closing banquet that can accommodate the number of people that wish to attend. This year, Cain's Quest 2020 has registered a record number of teams, most of whom have taken on this challenge with support teams, managers, family and friends. Putting together the closing ceremonies has become just as big as organizing the race. To be able to accommodate the number of people who would like to attend the dinner portion of the ceremony would require a much larger venue than that which is available. The board and staff have considered and reconsidered countless potential options. Efforts have been made to reach out and explore potential catering possibilities but unfortunately the capability of cooking and serving meals to cover the actual demand at the Labrador City Arena is not feasible.

It is for this reason that any tickets that will be available for purchase for the dinner portion of the celebrations will be made available to racers who wish to purchase them for their support teams and families.

Immediately following the dinner and presentations, Cain's Quest is delighted to present two phenomenal acts to entertain and close out the 2020 race season with a party that will be the hottest ticket in town. Les Stroud, Survivorman, the Hendrix of Harmonica, whatever you call him he will bring an incredible show with his band, his stunning visual backdrop depicting his wild adventures across the globe and music that will give you chills and make you feel that you are right there with him on his wilderness expeditions. Next, local favourite Rebel will close it out with some old favourites, some new songs and a dance floor that will be rocking all night long. Dance/entertainment tickets go on sale 12:30pm, Friday, February 14th and will be available to the general public for purchase on EventBrite. Watch the Cain's Quest Facebook group and website for the link to purchase tickets on-line! Dance ticket holders will be welcomed to sit in the bleachers to watch the awards presentations from the stands.

It is important to remember that putting together an event like Cain's Quest Snowmobile Endurance Race and the additional events including Fan Night and the Closing Banquet is a formidable task and it is a not-for-profit organization that is governed by an operational board of volunteers. It is an event that is a labour of love for everyone involved and the goal is to bring the world an incredible race that engages race fans and garners attention across the world. It is an event that is meant to showcase the most beautiful land in the world and the warm hospitality of the people who live there. The Cain's Quest 2020 organizers would like to thank the racers, sponsors, partners, the three levels of government, the volunteers and all the race fans across the world for believing in and supporting this incredible event. Follow Cain's Quest on Facebook for all the exciting news and updates and check out the live tracking on www.cainsquest.com all starting March 7th, 2020!