



ORIENTEERING
C A N A D A

FOR IMMEDIATE RELEASE

NATIONAL ORIENTEERING WEEK 2014 ANNOUNCED!
Mark your calendars for MAY 3rd to 11th, 2014.

Building upon the success of the past seven years of National Orienteering Week (NOW), which wrapped up yesterday; Orienteering Canada's board of directors announced today that NOW 2014 will be from MAY 3rd to 11th, 2014. The 8-day celebration of the navigation sport is a cornerstone in the growth of the sport across Canada.

"We have been encouraged by the interest in NOW over the past seven years. We want to continue the momentum and make NOW 2014 an even greater success", said James Richardson, Assistant Executive Director of Orienteering Canada. "With this announcement Orienteering Canada will be able to start working with clubs across the country to engage the nation to navigate with their wits and not GPS!". It is because of the strength and dedication of the clubs and volunteers across the country that the sport and NOW is growing. The annual event coincides with the start of the spring season in Canada.

NOW is an initiative of Orienteering Canada in which clubs and provincial associations across the country hold orienteering events geared towards newcomers and promoting the sport to the wider community. This year between May 4th and 12th, there were over 20 events across the country: and many people were introduced to the sport. "It's a sport that, if you try it once you will probably be hooked." says Richardson.

Orienteering is a thrilling cross-country adventure sport in which the participants use a map and compass to navigate through a series of checkpoints. Orienteers enjoy the physical and mental challenges of the sport, giving the sport its nickname - 'the thinking sport', with athletes striving for balance between physical and mental exertion. Events are held in a wide-range of areas from forested wilderness areas to city parks to urban landscapes and there are clubs across the country.

"The sport has lots to offer for all ages, all fitness levels, and all levels of experience", explains Alex Kerr, Orienteering Canada Vice-President. "Whether you just want to be more active in the outdoors, you are a runner seeking a sport with more brain-work, an adventure racer wanting to improve their navigational skills or a family looking for a fun sport to do together, orienteering is truly for everyone and a sport for life!"

Orienteering Canada is the national governing body for the sport of orienteering. It is responsible for the development of the sport in Canada, including Canada's participation at the World and World Junior Orienteering Championships. There are four disciplines in orienteering: on foot, on nordic skis, by mountain bike, and trail orienteering which is designed for athletes with a mobility impairment. For more information, visit the Orienteering Canada website at www.orienteering.ca.

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