

**The stunning Genesis Energy Lake to Lighthouse Challenge has marked a major milestone, with Genesis Energy renewing its race sponsorship for three more years.**

“That’s fantastic news for both the race and the community around it as well as for Multisport in general,” commented Richard Ussher on hearing the news.

“It’s a race I’ll be really looking forward to heading back too. A race with a great atmosphere, community focus and a stunning but challenging course,” said the three-time winner. He plans to do the race again in 2011.

The event starts at Lake Waikaremoana in the Urewera National Park, located in Northern Hawkes Bay on the East Coast of New Zealand’s North Island. Competitors traverse 185 kms of stunning native bush tracks, back country roads, farmland and rivers on foot, mountain bike, road cycle and by kayak, to finish at the coastal town of Wairoa.

The key feature of the event is the 46km Lake Waikaremoana Great Walk Track, which is the running stage for the first day.

Genesis Energy Chief Executive, Albert Brantley said the company is proud to have been the event’s principal sponsor since its inception in 2008.

“We’ve been impressed by the race organisation, its positive impact on the community and the steady growth in race participants,” Mr Brantley said.

“The Lake to the Lighthouse Challenge provides substantial benefits to the Waikaremoana and Wairoa districts,” he noted.

No surprise, Lake to Lighthouse race director Chris Joblin is delighted with the Genesis decision.

“We’re really excited about how we can grow the Genesis Energy Lake to Lighthouse Challenge over the next three years,” he said.

Genesis Energy’s sponsorship enables the Lake to Lighthouse to offer a superb race experience. Participants enjoy evening buffet meals and entertainment, free camping and hot showers, and excellent race support such as boat transport to the lake head for team racers.

Last year, Richard Ussher clocked 12 hrs 42 min, to beat fellow Nelson athlete Trevor Voyce, followed by Sam Clark, veteran George Christison, and Karl Moore.

After finishing second last year, Voyce declared: “It’s an amazing race. It’s brutal.”

On hearing about the sponsorship, he added: “I’m really stoked to hear the news that Genesis Energy is back. There was a real buzz in our Nelson group that travelled up last year. I think it was the whole experience that blew us away.”

“We were treated like royalty from the moment we arrived in Wairoa and the amount of service you get for your entry is great, from the locals’ entertainment each night through to really impressive safety on the lake. It really has been well thought out.”

Voyce reckons it is highly likely he will return in 2011. “There is a high chance we’ll have more Nelson athletes with us this time,” he noted.

Dwarne Farley, one of the two-man team’s winners for the last two years, is equally enthusiastic.

“That’s great news about the continued commitment from Genesis! This is a definite must do race for three reasons ... the beauty of the area we are racing through, the huge cultural presence surrounding the days and nights we are down in the Hawkes Bay. And last but not least the absolute professionalism Chris and his crew bring to the organisation and running of the whole event,” Farley said.

“It is definitely more than just a race but an event! I will definitely be keen to take on the challenge again this year be it in a team or as an individual,” Farley concluded.

**The 2010 Genesis Energy Lake to Lighthouse video features on [www.sportzvibes.com](http://www.sportzvibes.com)**