

# Kodak Urban MAX

## Australia's first urban adventure series



### Brisbane, 9 September 2006

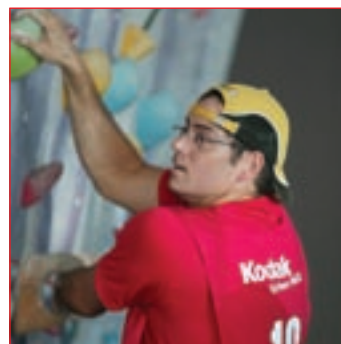
Bringing adventure racing to the big cities of Australia was always going to provide a new challenge for seasoned adventure racers and newcomers alike. The question was, could an urban race on foot be as demanding as a traditional adventure race? The first installment of the Kodak Urban Max series proved to be just that!

Brisbane produced a sunny Saturday morning as competitors lined up at registration in the picturesque Roma Street Parkland. After receiving their bibs, maps and control cards, competitors were still none the wiser as to what was waiting for them out on the course. After a quick race brief, teams were given the location of their clue sheets, another indication that pre-race planning was going to be more like planning on the run.



The race kicked-off at 9:00am as teams quickly made their way down to Anzac Square to retrieve their clue sheets. Some decided to sit-down and do a proper planning session, while others did their route planning on the run. It quickly became apparent that the Urban Max was as much about strategy and local knowledge as it is about speed!

To explain the format, the Kodak Urban Max is a mix of adventure racing, scavenger hunting and the Amazing Race, all playing out in the streets of a major city. There are four different types of checkpoints scattered around the city: pursuit, activity, mystery and roaming checkpoints. Teams are given a clue sheet with a combination of riddles, cryptic clues and instructions which they have to solve to give them the whereabouts of checkpoints. Armed with a map and mobile phone, locating checkpoints requires a unique blend of skills, even bribery comes in handy! As the name suggests, activity checkpoints are a physical task that must be completed successfully before continuing the race. To make things even more interesting, several activity points have opening hours during which teams have to visit the checkpoint to avoid a 30 minute penalty.



The first activity checkpoint was a session of inline skating around a fixed course. Many competitors took to the task like pros while others stumbled their way around the botanic gardens. One team commenting on their experience; "I don't think what we did could be called inline skating". The professionals at Planet Inline were on hand to ensure competitors wore appropriate safety gear and to give a few tips for the "challenged" skaters.

The next activity point proved to be less challenging. Teams had to locate a juice bar on Queen Street Mall, purchase an "Urban Maximizer" and guess the fruity ingredients. A welcome relief from the energy sapping inline skating. Teams moved quickly through this checkpoint and being located in the CBD made the navigation easy.

Competitors continued their search for the 16 checkpoints traveling on foot, bus, train and ferry. Checkpoints were scattered in all directions taking in some of the famous landmarks around Brisbane. Teams ended up in Newstead, Coorparoo and even a visit to Mt-Cootha.

The next physical challenge came in the form of rock climbing. Teams had to make their way to the Urban Climbing centre in West End and complete a 10m climb on harness, or a traverse of the dreaded boulder. For many competitors this was their first introduction to rock climbing and one of the highlights of the day. Luckily this challenge was located within close proximity of checkpoint 14 and teams could snap up a "duce" in quick succession.



Speaking to race organisers Maximum Adventure revealed a few clues on how to tackle the Urban Max: "To successfully complete the course you have to avoid retracing your steps and to make use of the public transport system. Many checkpoints can be reached by using various forms of public transport but you need to know the schedules and where to catch them. You also need a friend you can ring during the race to search the internet and assist with solving clues. This leaves you with the all important task of reaching the checkpoints."

Many of the pursuit checkpoints required an intimate knowledge of Brisbane history. Some included the Walter Hill fountain in the city botanic gardens, the Wally Lewis statue at Suncorp stadium and the Wollemi Pine located at Southbank. Luckily most teams took heed from race organisers and brought a mobile phone. This meant they could "phone a friend" to do a quick *Google* search or to flip through the pages of a relevant book. Teams even approached the unsuspecting public who obliged with a few knowledgeable answers.

Competitors were faced with another challenge when the roaming checkpoint rolled around. To successfully complete the roaming checkpoint, teams had to collect a minimum of \$10 on behalf of Mission Australia. This task proved easier than most as the friendly citizens of Brisbane opened their wallets for a good cause. Mission Australia is the official charity partner for the Urban Max series. They will receive any monetary donations collected by competitors as well as a percentage of all entry fees. With more than 320 services across metropolitan, rural and regional Australia, in every state and territory, Mission Australia aims to empower disadvantaged and isolated individuals, families and communities by giving them the support they need to get back on track, and lead more fulfilling lives.

As the race drew to a close teams were still faced with two challenging checkpoints. To sink a five metre putt at the Bulimba golf course and to jump from a five metre diving platform into a pool. The later proved a blessing in disguise as the Brisbane heat was starting to take its toll on the racers.

Most teams were able to reach the finish line before the 3:00pm cut-off with the top teams only missing one checkpoint. Proceedings were brought to a close with a prize giving and a BBQ for all competitors.

Interested in taking part in the Urban Max? There are two races remaining in the series:

- Melbourne – 7th October 2006
- Sydney – 25th November 2006

For more information or to enter online, got to: [www.maxadventure.com.au/urbanmax](http://www.maxadventure.com.au/urbanmax)

AUSTRALIA'S FIRST URBAN ADVENTURE SERIES

MELBOURNE  
7 OCT

SYDNEY  
25 NOV

Kodak  
Urban MAX

#### WHAT

The Kodak Urban Max is part adventure race, part scavenger hunt where teams of two visit each city's most famous landmarks in a race against the clock. The event is designed for all skill and fitness levels - speed alone will not get you over the line first. Get your entry in today, you could be Australia's next Urban Legend!

#### WHERE

In the heart of each city, the exact location will be announced 2 weeks prior to the event.

#### WHO

Teams of two (male, female, mixed). Minimum age for entrants is 12 when accompanied by an adult (over 18).

For more information:  
EMAIL [henry@maxadventure.com.au](mailto:henry@maxadventure.com.au)  
MOBILE 0423 735 779  
[www.maxadventure.com.au](http://www.maxadventure.com.au)

