



## Northland 300 Celebrates 25 years

### Riding for Special Olympics

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#### **PRESS RELEASE** For Immediate Release

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#### **25 YEARS OF TURNING SILVER INTO GOLD**

January 19-22, 1989 42 Snowmobilers and Support team members embarked in the "FIRST EVER" Northland 300 departing Superior Shores Lodge Two Harbors MN "Home of the Northland 300" to Village Inn Lutsen, MN by way of the North Shore Trail... thus began 25 Years of Abilities on the Trails helping Disabilities in Lives.

Just one year later, the Northland 300 was named "FIRST PARTNER SPONSOR" to Special Olympics Minnesota for the single, largest fundraising event (a commitment of \$100,000 each year). The journey began... blazing more than 657,300 miles of trail on the North Shore, Two Harbors, Lutsen, Eveleth, Ely and surrounding areas; more than 700 snowmobilers with hearts of gold and snowmobiling friendships; fundraising of more than \$3.6 Million to benefit those very special athletes, with intellectual disabilities, of Special Olympics Minnesota; and partnerships of numerous individuals, businesses and supporters, have joined in the journey to help make it happen.

A "grass roots" event, the Northland 300 has always ventured in directions throughout the year to include all seasons and expand its success. In 1992, Team Northland evolved for snowmobile clubs to host a one day event to raise funds. In 1994, snowmobile dealers around the state participated in the Dealership Challenge. In 1995, Teen Northland evolved as a one day snowmobiling event for teenagers raising funds for Special Olympics. In 2003, the Northland Road Rally held its inaugural event for motorcycle riders benefitting the cause. As well as other co-events such as golf tournaments and 5K Runs/Walks.

"Let me win. But if I cannot win, Let me be brave in the attempt." In the effort of Eunice Kennedy Shriver (founder of Special Olympics) to include those very special people in the mainstream of life, the Northland 300 can proudly say they have achieved a part of her dream. In 2009, the Northland 300 made history as first time ever Special Olympics Athlete Steven Eull and Coach Jason Reinsch participated and completed the 3-day, 300+ mile ride. Steven Eull has become a top fundraiser and is a pure example of inclusion of this dream.

May you join us in the celebration of our journey and continue to support the cause, Special Olympics Minnesota. Visit us at [www.northland300.org](http://www.northland300.org) as we Walk Through History. Stay tuned for more to come...

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