



STORY RELEASE

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FOR IMMEDIATE RELEASE

26 YEARS OF ... RIDING FOR CHAMPIONS

Snowmobilers of the Northland 300 are riding for champions of Special Olympics Minnesota each year they embark in their 3-day, 300 mile plus journey enjoying the beauty of the North Shore trails plus. What started out as a few snowmobile enthusiasts wanting to create a charity ride organized *by* snowmobilers *for* snowmobilers, helping a great cause came to be in the fall of 1988. With only 30 participants signed up at the inaugural event (January 1989), participants snowmobiled from Two Harbors to Lutsen and back, successfully raising money for Special Olympics Minnesota while enjoying the wonderful North Shore and Lutsen area trails, along with the hospitality of establishments along the way. Superior Shores Resort became home to the Northland 300 and continues to be the start and finish point of each year's adventure.

What became special about this event occurred in 2009 when "First Time" ever Special Olympics Minnesota Coach (Jason Reinsch) and Special Olympics Minnesota Athlete (Steven Eull) rode together 300 plus miles and fulfilled one of the many dreams of "inclusion" of Special Olympics founder, Eunice Kennedy Shriver (God rest her soul). Steven Eull, a Down syndrome athlete, rides on the back of his Coach, Jason's sled and raises money each year to participate in the ride to help other athletes. Each year since Steven has been involved, he tells people this is his favorite Special Olympics event.

The wonderful thing about the North Shore is that even in years where the snow has not been as plentiful, Northland 300 snowmobilers seem to find a place to ride whether it be from Two Harbors northward or when they reach their destination the first day - Lutsen, Tower, Eveleth or Ely, our current destination. The trails are beautiful and everyone has a great time. The hospitality of establishments along the way have been ever so accommodating throughout the years.

January 22-26, 2014, snowmobilers will hit the trails to continue the adventure and celebrate 26 years of riding. If you are interested in the event and raising funds to support the athletes of Special Olympics Minnesota, visit www.northland300.org or contact Kathy Karkula at karkulak@hotmail.com or 612-789-2081.



Steven Eull, Special Olympics
MN Athlete & Northland 300
Participant