

## **Race Day™ Films to Sponsor the Primal Quest® Sprint Series**

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Front Royal, Virginia – Production company Race Day Films, LLC announces sponsorship of the Primal Quest Sprint Series. As a part of sponsorship, Race Day Films will shoot the first ever Primal Quest Sprint Series race on 10 May at Pocahontas State Park, Virginia.

“We are very pleased with our new relationship with Primal Quest,” said Race Day Films founder John Stann. “The Primal Quest Expedition Adventure Race is heralded as the “World’s Most Challenging Human Endurance Competition”, and I am sure the shorter, faster Primal Quest Sprint Series races will be incredible too.” “We are also proud to support the Virginia film industry by shooting at Pocahontas State Park,” added Director Kevin Hershberger.

Don Mann, race director of the Primal Quest Expedition Adventure Race and the Primal Quest Sprint Series said, “The Primal Quest Sprint Series offers adventure race teams a wide variety of challenging activities like trail running, mountain biking, and the infamous Navy SEAL log PT. We are excited that Race Day Films will be there to capture all the challenges and drama in Virginia on May 10<sup>th</sup>. We also invite athletes to participate in our September 6<sup>th</sup> Pittsburg, Pennsylvania race and our October 4<sup>th</sup> Charlotte, North Carolina race.”

A DVD of the 10 May Primal Quest Sprint Series race can be purchased at a special pre-release price through both [www.racedayfilms.net](http://www.racedayfilms.net) and [www.ecoprimalquest.com](http://www.ecoprimalquest.com). Those DVDs will ship in June 2008.

### ***About Race Day Films***

Race Day™ Films provides custom athletic videography of endurance and adventure races. Other near-term Race Day Films video projects include the Great Chesapeake Bay Bridge Swim on 8 June 2008. For more information, visit [www.racedayfilms.net](http://www.racedayfilms.net).

### ***About Primal Quest***

Primal Quest® LLC was founded in 2001 with the goal of bringing a world-class, multi-sport expedition race to North America. The concept of Primal Quest included the fusion of premier television coverage for the event, substantial prize money for the winning teams, and responsible use of back country lands to promote a positive environmental message. For more information, visit [www.ecoprimalquest.com](http://www.ecoprimalquest.com).

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