



## **MEDIA ALERT:**

### **The Sansin Corporation's Team Finishes First at Met Con Blue Adventure Race**

*-Sansin Enviro Stain used to treat 'High Wall' and 'Turtle or Hurdle' obstacles at 'most insane mountain adventure race' -*

**WHO:** [The Sansin Corporation](#). Twenty people participated on Sansin's team, including members of the Sansin executive staff, sales force, dealers, family and friends.

**WHAT:** [Met Con Blue Adventure Race](#). The Sansin Corporation's squad won first place in the team division at the endurance event, with an average time of 62:14. The company's team included the 14-year old son of a Sansin employee, Jesse Simpson, who finished third in the overall race with a time of 45:48.6.

Met Con Blue, dubbed "the most insane 5km mountain adventure race," challenges participants to maneuver 15 obstacles, including the [Sansin High Wall](#) and "Turtle or Hurdle," both of which were treated with Sansin Enviro Stain. The company also demonstrated its water-borne, eco-friendly, low-VOC wood stain products at the event.

**WHEN:** Sept. 8, 2012

**WHERE:** Blue Mountain, Ontario, Canada

**VIDEO:** <http://www.youtube.com/watch?v=rCfurAbuxLM&feature=youtu.be> (*Sansin's obstacles are highlighted at the beginning and end of the video*)

###

#### **About Sansin**

For 25 years, Sansin has been the only wood protection company focused exclusively on researching, developing, and introducing environmentally-friendly, 'water-borne' interior and exterior wood products and technologies that deliver outstanding color, durability and performance without the toxicity found in conventional stains. Sansin Enviro Stains use water, not oil, to deeply penetrate and protect wood naturally, from within. Headquartered in Ontario, Canada, Sansin has dealer locations across Canada and in the U.S. To learn more about The Sansin Corporation, its line of Enviro Stains or how to become a Sansin preferred dealer, visit [www.sansin.com](http://www.sansin.com).

#### **About Met Con Blue Adventure Race**

Met Con Blue Mountain Adventure Race is the "most insane 5km mountain obstacle/adventure race on the planet." The Canadian race features 15 grueling obstacles, 1,400 punishing feet of incline, rocky creeks, hills, mud, ice pools and fire. For more information visit [www.metconrace.com](http://www.metconrace.com).

**CONTACT:** Christy Nielson, 682-323-7826 or [pressroom@sansin.com](mailto:pressroom@sansin.com)