Background

North Country Endurance Challenge

2012-2014
2016
Rebranding

Hunter, trapper, fisherman and guide, well and favorably known by the region's early settlers, "The Lone Indian of the Magalloway" was the last survivor of a band of Abnaki inhabiting the Upper Androscoggin. Blinded by accidents, Metallak died a town charge in 1847 at the reputed age of 120. He is buried in the North Hill Cemetery on road to the east.
Connecting racers/visitors to the region by:
Highlighting Local Assets

Cohos Trail, The Balsams Resort, NH State Parks
Showcasing Local Businesses

- April’s Maple
- Jackson’s Lodge
- Coös Brewing Company
- New Earth Organic Farm
- Mohawk Falls
- Le Rendez Vous Bakery
- Spoke ‘n’ Work Bike Shop
- Mahoosuc Outdoors
April’s Maple
Jackson’s Lodge
New Earth Organic Farm
Mohawk Falls
Le Rendez Vous Bakery
The Tillotson Center
Continuing the Value Chain

- Squeegee Printers
- Colebrook Copy Center
- Borders Tool and Die
- LaPerle’s IGA
- Parson’s Street
- Coleman Estates
Metallak Race

- 2 Courses: 8 and 4-hour
- 50 Miles
- 6,800 ft of Elevation Gain
- 38 Miles of Mountain Biking
- 3 Miles of Paddling
- 9 Miles of Trekking
- Self-Supported
Course Map
Local Awareness
Impact