



**AUBURN, CALIFORNIA
ENDURANCE CAPITAL OF THE WORLD**

FAQ

Why is Auburn deserving of the “Endurance Capital of the World” tagline?

Auburn is the home of the two oldest and most prestigious endurance events in the world: the Tevis Cup, 100-Miles in One Day Equestrian Endurance Ride (founded by Wendell Robie in 1955) and the Western States 100-Mile Endurance Run (first accomplished in 1974 by Gordon Ainsleigh).

When was the tagline adopted?

“Endurance Capital of the World” was unanimously confirmed as the City of Auburn’s official tagline by a Proclamation approved by the Auburn City Council in 2003. The sub-tagline “All trails lead to Auburn...” was added in 2004.

What happened next?

The City of Auburn created the “Endurance Capital of the World Committee” to find ways to use the tagline to promote Auburn as a healthy and beautiful place to live, to improve the well being of its residents through programs that promote healthy lifestyle habits, and to assist Auburn-area organized endurance events.

What are some of the accomplishments of the Endurance Capital Committee?

- Presence at our signature events and other activities selected on a case-by-case basis.
- Creation of logo items to promote Auburn as the Endurance Capital.
- Working with trail user groups on the Auburn State Recreation Area General Plan.
- Production of pocket map brochures of local trails that include trail safety and etiquette guidelines.
- Celebrations for endurance events and athletes.
- The Auburn Endurance Challenge 100 to encourage people to “get moving” by rewarding them for accomplishing 100 hours of aerobic activity or 100 miles by foot/h hoof or pedal **in one year**.
- Working with other City committees like the Auburn Arts Commission (art projects like the Dawson Tanks, Art Walks), the Economic Development Committee (financial impact of Endurance Capital events), and Streetscape, History and Arts Advisory Committee (Endurance Zone in Central Square with its Endurance Zone pavers that recognizing Auburn citizens who have made significant contributions to the City as the Endurance Capital).

Learn More!

<http://www.auburnendurancecapital.com> or <https://www.facebook.com/AuburnEnduranceCapital>