

AUBURN, CALIFORNIA

ENDURANCE CAPITAL OF THE WORLD®

FAQ



All Trails Lead to Auburn!

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 (“the Tevis” founded by Wendell Robie in 1955) and the Western States 100-Mile Endurance Run (WSER, first accomplished in 1974 by Gordon Ainsleigh). As their fame grew, they provided impetus to an international boom in endurance sports: trail running, equestrian endurance riding, mountain bike riding, ultra marathoning (running events longer than the 26.2-mile marathon), ride and ties, open water swimming, triathlons, and more, all of which are represented in the Auburn area.

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 do we do?

- Attend our signature events and other activities selected on a case-by-case basis.
- Work with trail user groups on the Auburn State Recreation Area General Plan.
- Produce and distribute pocket map brochures with local user group trails and trail safety and etiquette guidelines.
- Honor endurance organizations and athletes and publicize their accomplishments with commemorative engraved pavers in Auburn’s Central Square Endurance Zone.
- Develop programs and projects to encourage & support fitness activities.
- Work with other City committees to use the endurance theme as an economic development tool.
- Participate in the City’s December Festival of Lights parade with an endurance-themed float.
- Maintain and extensive Website and social media sites as a valuable “all things endurance” resources. Check them out!

auburnendurancecapital.org
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