

Dieppe hosting World Strongman event

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International competition to hit four N.B. cities in the fall



Dieppe is one of four cities set to host the World Strongman semi-finals in the fall, and the city couldn't be happier.



GREG AGNEW/TIMES & TRANSCRIPT

The semi-finals of the World Strongman Champions League will be held in four New Brunswick municipalities, including Oct. 1 in Dieppe. Strongmen Mike Saunders and Christian Savoie were in attendance at the press conference to announce the event yesterday.

"In less than two months this is the third international event in Dieppe," said Mayor Jean LeBlanc.

"I invite everyone to take part, and I thank the organizers for choosing to hold this here."

This will be the first time the event will be held in Canada, and Sébastien Thériège with Octane Strategies is excited to bring the show to New Brunswick.

"We love the people and the culture. We're grateful for how generous the cities have been, and we're opening the right doors," says Thériège.

"This will be broadcast in 58 countries and it will be great to have visuals so the city can be seen and heard," he says.

"The atmosphere is electric, and it is sport, entertainment and cultural."

The event will also incorporate heritage points in New Brunswick culture.

"Local objects will be included to tie this into culture. It will tell the story of where the event happened," says Thériège.

The events will last four hours, including amateur strongman competitions (registration required), a full medieval combat show, and plenty of crowd-pleasing activities. Mike Saunders, a championship strongman from Canada, is also excited to be in New Brunswick.

"There is no homefield advantage. At the end of the line, it's the guy who pulls a truck the fastest who wins," says Saunders.

His favourite activity is the atlas stones, and he will be prominent in the event.

"I'll be animating the whole thing," he says.

The competition will be on September 29 in Fredericton, September 30 in Saint John, October 1 in Dieppe, and October 2 in Shippagan.

Tickets will be on sale in the second week of August. Details on where they can purchased will be available soon.