



Mud Hero 2016 Media Fact Sheet

Mud Hero is the largest Canadian-owned and operated mud/obstacle event series in Canada.

- Series was co-founded by Adam Ruppel and Ted McLeod in 2012
- To-date Mud Hero has put on 21 events in 7 Canadian cities
- In 2016 Mud Hero will host 7 events, including an event in Toronto's downtown core
- More than 60,000 participants are expected to participate in 2016 events
- Mud Hero Kids launched in 2015, attracting 5,000 4-13 year olds to events across Canada
- Mud Hero supports a local charity in each of its event markets, last year raising \$135,000+
- Races are typically 6KM in distance and feature 16-23 obstacles
- In 2015 participants ran 360,000 kilometres at Mud Hero events
- In 2016 175 dump truck loads of topsoil will be used to make mud at Mud Hero events (stacked up, that's taller than the CN Tower!)
- Mud Hero staff have created and built a total of 28 different obstacles over the years
- The minimum age to participate in the adult event is 14, but participants over the age of 70 have finished the race
- There is a post-event Mud Bash with DJ, BBQ and beverages, followed sometimes by an "After After Party" at a local bar
- Mud Hero has won Get Out There Magazine's Readers' Choice Award for Best Obstacle Race three years in a row (2012, 2013, 2014)
- Mud Hero has won OptiMYz Magazine's #1 Canadian Adventure Race Series (2014)
- More than 250,000 Canadians participated in mud races in Canada last year
- Mud Hero courses feature certain hard/easy obstacles, allowing participants to choose their level of difficulty
- Mud Hero is timed, unlike many other obstacle events
- Mud Hero doesn't have prizes, or prize money for first place, but every participants receives a finisher's medal
- No other obstacle event in Canada offers the quality or quantity of mud that Mud Hero does
- Photo and interview opportunities are available, as well as complimentary media entries.

For more information please contact:

Marissa Schroder

416-904-1590

media@mudhero.com

www.mudhero.com