



Mud Hero 2016 Story Starters

Personal triumphs, business successes and the building of Canada's largest mud pit are just a few of the exciting stories coming out of Mud Hero - the largest Canadian-owned and operated mud run / obstacle racing series in the country. Whether you're interested in learning about these story ideas, setting up an interview with a member of our team, or are looking for a story with a completely different angle, our media relations team is standing by to help. Contact us today for editorial support, interview requests, photos and video clips.

Building Canada's Largest Mud Pit

In August 2015 Mud Hero's team of obstacle builders started the colossal task of building the largest mud pit in Canadian obstacle racing history. Longer than three football fields and consisting of more than 70 dump truck loads of top-grade topsoil, it took 4 days for the team to dig and build the World's Most Epic Mud Pit in time for 14,000+ racers at Mud Hero Alberta.

Business Successes

In 2012 friends Adam Ruppel and Ted McLeod came together to found Mud Hero. In the midst of an influx of well-funded American events, Adam and Ted identified a gap in the market – events designed not just with elite athletes in mind, but appealing to Canadians of all fitness and experience levels interested in challenging themselves. Since then the series has exploded into the largest obstacle racing series in Canada, with more than 60,000 participants expected in 2016. There is a story of epic marketing, opportune timing and business smarts.

Personal Triumph

The stories are compelling: a man who raced an entire course carrying a log that represented the weight he'd lost in training for Mud Hero, a woman so proud of her accomplishment that she got a Mud Hero tattoo, individuals who raced the course tied together. Mud Hero isn't just a race – for many, it represents a turning point in their lives.

Training Plans

Training for a mud run or obstacle race isn't like training for a running race. Obstacles come in all shapes and sizes and training needs to prepare participants for the vast array of obstacles they may face – from climbing up a cargo net to navigating a mud bog. Functional fitness, cardio and strength training are all elements of a solid mud racing training plan.

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