

# TOUGH MUDDER

## Probably the Toughest Event on the Planet

- Tough Mudder is a gruelling **18 – 20km** trail run, containing more than **20 military-style obstacles**.
- Designed by **British Special Forces**, Tough Mudder tests strength, stamina, mental grit and **camaraderie**. Tough Mudder believes **marathon running is boring** and would rather test your all-around mettle than your ability to run in a straight line.
- Tough Mudder is **not a race but a challenge**. Participants are not timed on the course. The event cannot be completed alone – it requires teamwork and the help of other participants.
- 80% of participants complete the course as part of a team.
- On average, only 78% of participants finish the course.
- Average finishing time is 2.5 hours, with the fastest finish at 1.5 hours.
- U.S. Marine Corps participants say that the Tough Mudder is just as hard, if not more difficult, than U.S. Marine Corps basic training.
- Every Tough Mudder finisher receives a coveted **orange headband** (a badge of honour), T-shirt and beer upon crossing the finish line.
- After the event, participants enjoy the **Post-Party**, featuring a live band, strength contests, complimentary mullet haircuts and concessions.
- At the Post-Party, Tough Mudder also offers permanent ink tattoos of its Tough Mudder logo. To date, more than 1,000 participants have been branded with the Tough Mudder tattoo.
- Tough Mudder participants have raised more than \$2 million USD for its official U.S. charity partner, the **Wounded Warrior Project**. Tough Mudder is also now dedicated to supporting **Legacy**, its Australian charity partner.
- 50,000 people participated in Tough Mudder in 2010, its first year. Tough Mudder anticipates **150,000 participants in its events in 2011** and **400,000 participants in 2012**.
- Demographics: **76% Male**, Average Age is 29, Diverse Participation (firemen, police, defence force, lawyers, bankers, business executives, teachers, gym rats, marathoners, triathletes, etc.).
- In 2010, Tough Mudder held three events. In 2011, it will hold 14 events, and in 2012, Tough Mudder will expand internationally, holding a total of 32 events across the U.S., Australia, Canada and the U.K.
- Top 5% of finishers from each Tough Mudder qualify for the series finale, the **World's Toughest Mudder**. In 2011, World's Toughest Mudder will be held at Raceway Park in New Jersey, USA, on December 17 and 18.
- CEO Will Dean formed the idea for Tough Mudder while at Harvard Business School, where it was a semifinalist in a prestigious business plan competition.
- Tough Mudder aims to replace Ironman as the ultimate endurance event on the planet.

### 2011 Locations:

Texas (Austin) (Jan.)  
Georgia (March)  
Pennsylvania (Apr.)  
New England (May)  
Southern California (May)  
Colorado (June)  
Wisconsin (July)  
Northern California (Sept.)

Central Texas (Oct.)  
Virginia (Oct.)  
Tri-State (Nov.)  
Chicago/Indiana (Nov.)  
Florida (Dec.)  
World's Toughest (Dec.)

### 2012 Locations:

Arizona  
Texas Coast  
Georgia #1  
Southern California #1  
Ohio/Indiana  
Melbourne, Australia-  
(Phillip Island)  
Texas (Dallas)  
Michigan/Ohio

Pennsylvania  
New England  
South-East/Midlands, U.K.  
Minnesota  
Colorado  
Vancouver, Canada  
Southern California #2  
Scotland, U.K.  
Toronto, Canada

Northern California  
Missouri  
Sydney, Australia  
Washington (Seattle)  
Virginia  
Wisconsin  
Ohio  
Tri-State  
Texas (Austin)

Georgia #2  
North-West, UK  
North/South Carolina  
Las Vegas  
Florida  
World's Toughest



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