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**Hero Rush – the Firefighter-Themed Obstacle Race and Experience –
Coming to Irving in June 2012**

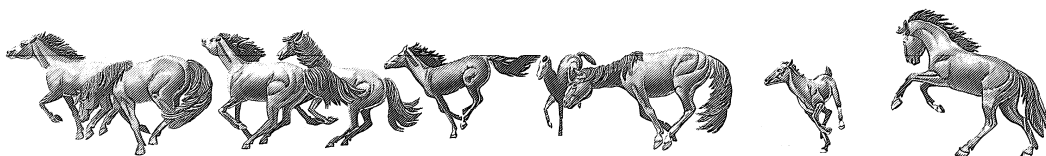
IRVING, Texas (Feb. 9, 2012) – [Hero Rush](#), the dynamic new firefighter-themed obstacle race and experience, heads to Trinity View Park in Irving, Texas, during Father's Day weekend, Saturday, June 16. Designed by veteran firefighters for mainstream consumers, Hero Rush challenges participants from all walks of life to experience what firefighters face every day.

"Runners will tackle a 5K course studded with 15-20 obstacles that simulate real emergencies," said Hero Rush co-founder Dave J. Iannone.

"They'll crawl through a smoke-filled maze, scale steep roofs, drag a massive fire hose to the blaze, climb ladders and bust through windows to find victims trapped inside – and a few surprises, too. We're really excited to bring Hero Rush to Texas on Father's Day Weekend. Family is extremely important in the fire service – family both at home and at the firehouse. This event is a great opportunity for families to do something fun and challenging together."

Obstacle races are one of the fastest growing segments of the running industry, according to a recent Wall Street Journal article, with thousands of participants expected at Hero Rush. "These events have become very popular over the last two years," said co-founder Christopher Hebert.

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“They’re perfect for everyone, from experienced runners looking for a new challenge, to teenagers and college students, to people of all ages who just want to get out and get active.”

The all-day event features an Inferno Midway, where both runners and spectators can practice their firefighter skills on stand-alone obstacles and challenges. This family-friendly festival area includes two kid’s courses, demonstrations from local fire departments, food and drinks, apparel and merchandise tents, and music and entertainment.

“We are so very grateful for emergency services personnel everywhere, none more so than those who give the ultimate sacrifice in the form of public service,” said Maura Allen Gast, executive director for the [Irving Convention and Visitors Bureau](#).

“We are especially proud and honored to work on a daily basis, directly and indirectly, with our own Irving firefighters, and Hero Rush gives us a special way to help ‘pay it forward’ for what they do.”

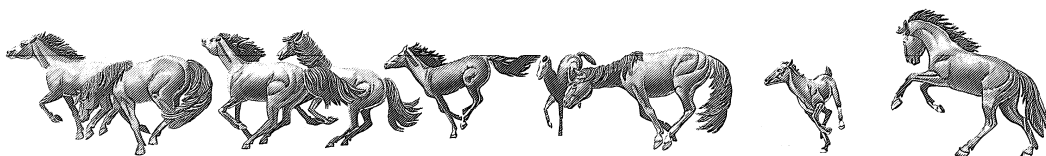
Hero Rush gives back to the firefighting community through national and local fire-related charities. As the designated national charity, the [National Fallen Firefighters Foundation](#) receives a \$20 donation for each runner participating in the “343 Wave,” honoring firefighters killed in the World Trade Center on 9/11.

Hero Rush will select a local fire-related charity to receive proceeds from the Kid’s Firefighter Adventure Course. To suggest a Texas charity or for information on how local fire departments and potential sponsors can get involved, visit [herorush.com](#) or email responders@herorush.com. Additional Hero Rush events are scheduled in Maryland, Minnesota, Michigan, Los Angeles, Oregon, Illinois, Pennsylvania, New York, North Carolina, Central Florida and Central Texas.

About Hero Rush

Created by veteran firefighters, [Hero Rush](#) is the firefighter-themed obstacle race & experience where participants get an intense, challenging and fun look at what it takes to be a hero. Runners on the 5K+ course will tackle over 15 unique obstacles – slide, climb, get wet, get lost, get wetter – makes some saves and feel the rush. All participants can enjoy the Inferno Midway with additional challenges, music, food, two kid’s courses, demonstrations and more. Upcoming events, registration, charity/sponsor information and more available at <http://www.herorush.com>.

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About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit the [Irving Convention and Visitors Bureau](#) site.

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