

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Toughest Mudder Coming to Rockford as Part of Tough Mudder Weekend of Events in August 2017

Rockford chosen as one of six locations for new event; to be featured in 2017 through Tough Mudder and CBS Sports partnership

FOR IMMEDIATE RELEASE

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ROCKFORD, IL – Rockford Area Convention & Visitors Bureau is once again excited to host the return of Tough Mudder, presented by Merrell, on August 26-27, 2017, at the Chicago-Rockford International Airport. The premier active lifestyle brand known for its extreme obstacle course challenges will also add a fourth event, Toughest Mudder, coming to Rockford in 2017 for a full Tough Mudder Weekend of events.

Tough Mudder has announced that Rockford was one of only six locations in North America and the UK selected to host the new **Toughest Mudder event series**. The 8-hour, overnight event pushes contestants to the limit and acts as a qualifier for the Contender Category at the 2017 World's Toughest Mudder event. TM describes the event as "so extreme you'll beg your teammates to remind you why you signed up in the first place ... Toughest Mudder is the overnight obstacle course designed to push your team to their limits."

America's Toughest Mudder Midwest, taking place in Rockford, will run from 12 a.m. – 8 a.m., and contestants are challenged to run the course as many times as possible during the 8-hour time period. Cash prizes as well as TM standings/rankings will be available for these events. This will be the first year in TM history when you must qualify at a Toughest Mudder event, by running at least 25 miles, to be eligible for prizing at World's Toughest Mudder. World's Toughest Mudder is the culminating event of Tough Mudder's global events season, in which participants compete in a 24-hour event and are challenged to run as many laps of the grueling 5-mile course as possible to be named the toughest man, woman or team on the planet.

Along with the announcement of the new Toughest Mudder competition, Tough Mudder has announced a partnership with CBS Sports to air coverage from both the Toughest Mudder and World's Toughest Mudder competitions in 2017, including the event being held in Rockford. The *World's Toughest Mudder* 2016 event will be broadcast on CBS on December 25 at 1 p.m. CST. Immediately following, fans can tune in to the *World's Toughest Aftershow* on December 25 at 2 p.m. CST on CBS Sports.

"Tough Mudder events were a big success for the Rockford region in 2016," said Lindsey Arellano, RACVB director of sales and servicing. "We are excited to continue our partnership with Tough Mudder in 2017 and can't wait to see how the Toughest Mudder event will enhance the experience and our region's stature as a sports destination."

In May 2016, Rockford played host to Tough Mudder's new Tough Mudder Half obstacle course challenge as part of the two-day event. Tough Mudder Half debuted for the first time in Illinois with a five-mile course and at least a dozen signature Tough Mudder obstacles. It will return in 2017.

A post-event survey commissioned by Tough Mudder and the RACVB following the 2016 event showed how impactful the event is to the region's economy and visitor experience.

2016 Tough Mudder in Rockford highlights include:

- 17,222 total out-of-market visitors attended the event as a participant or spectator.
- 3,648 visitors for TM stayed in a local hotel
- \$6.1 million of total economic impact was generated with \$3.3 million in direct spending.
- \$184,232 generated in taxes and fees.

"We had people from all over come to Rockford to participate in Tough Mudder," said Pam Connell, City of Rockford Ward 6 Alderman. "The participants that I talked to loved the location and hoped we would continue to have this event! I am sure Tough Mudder will bring even larger crowds in 2017. We love it!"

Registration is now open for all Tough Mudder events being held in Rockford in 2017 online at www.toughmudder.com. Event options include:

- **Tough Mudder Chicago**, presented by Merrell – Known as "probably the toughest event on the planet," the full 10-12 mile obstacle course challenge has no winners and no clock; just stamina, teamwork and determination. The event will feature 20-25 of Tough Mudder's best-in-class obstacles, as well as the debut of a handful of new-for-2017 obstacles.
- **Tough Mudder Half Chicago**, presented by Merrell – A 5 mile challenge featuring more than a dozen obstacles minus the extreme elements of fire, ice and electricity. Designed to require less training and focus more on teamwork, Tough Mudder Half is the ideal entry point for first-timers or those looking for a shorter-distance format.
- **Mini Mudder** – A 1-mile obstacle course designed for kids ages 7-12, Mini Mudder is designed to teach kids about getting muddy, having fun and experiencing the thrill of adventure, making the event an ideal weekend for the whole family.
- **Toughest Mudder** – 8-hour, competitive event from 12 a.m. – 8 a.m. with cash prizes and Tough Mudder rankings. Participants must complete at least 25 miles at Toughest Mudder events to be eligible for prize at the 2017 World's Toughest Mudder.
- **Spectator Pass** – Come and cheer on your friends and family and experience the Mudder Village, including food and beverage vendors, sponsor activities and giveaways, and more.
- **Volunteer** – Want to run at a discounted price? You and your team can join the MVP (Mudder Volunteer Program), meet and help fellow Mudders, and score event tickets at a great price.

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The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

About Tough Mudder, Inc.: Founded in 2010 with the launch of the Tough Mudder event series of 10-12 mile obstacle courses, Tough Mudder Inc. has since grown to become a leading active lifestyle company. The brand includes Tough Mudder Half, an obstacle challenge bringing the thrills of Tough Mudder to a 5-mile course; Mudderella, an obstacle course series created by women for women; Fruit Shoot Mini Mudder, a custom event for children ages 7-12; Toughest Mudder Series, the eight-hour, overnight competition series; World's Toughest Mudder, a grueling 24-hour endurance competition; and an extremely vibrant engaging social and digital destination for leading fitness, nutrition and wellness content delivered across multiple platforms. The Tough Mudder family of brands and online community is united by a commitment to promoting courage, personal accomplishment and teamwork through unconventional, life-changing experiences. With more than 2.5 million participants to date, Tough Mudder Inc. will produce more than 120 events worldwide in 2016 across five continents, including Asia through its

partnerships with Seroja and IMG. More than 20 of the world's leading brands are sponsorship and content distribution partners, including Merrell, Old Spice, Shock Top, Cellucor, Volvic, Jeep, Britvic, L'il Critters, US Army, Virgin Active, Olympus, Bosch, Live Stream, The CW and CBS. To join the conversation, follow Tough Mudder on Facebook, on Twitter @ToughMudder, and on Instagram @Tough_Mudder.

FOR MORE INFORMATION:

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