



## Hero Rush Race & Experience Sets New York Ablaze in September

*Firefighter-Themed Obstacle Race Challenges Community to  
Get Out, Get Active and Have Fun!*

### For Immediate Release

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**August 22, 2012** – Next month, Upstate New York will be overtaken by smoke and sirens, laughing children, hundreds of runners in tutus, tiaras and super hero capes, and firefighters from across the state, as Hero Rush rolls into town.

The firefighter-themed obstacle race and experience lights up Ellms Family Farm in Saratoga County on September 8, and there's still time to sign up. Runners and spectators can find all the details and register at [www.herorush.com/NY](http://www.herorush.com/NY) – and save 15% with promo code **RushNY** at checkout.

Designed for mainstream consumers by veteran firefighters, Hero Rush challenges participants from all walks of life to experience what firefighters face every day.

“Hero Rush is a new take on the adventure races and mud runs that have become popular over the last few years,” said co-founder Dave J. Iannone. “At our event, runners tackle a 5K course studded with 17-20 creative obstacles that simulate the emergencies firefighters face in real life.”

“Instead of military-style obstacles and mud pits,” Iannone said, “our runners climb ladders, crawl through windows, navigate a smoky maze and climb through debris in a hoarder’s basement – and there’s a few surprises, too.”

“The Saratoga event will showcase the farm’s diverse landscape, from tree farms and pumpkin patches to trail runs through the woods,” Iannone said. “Our Heroes will face a real challenge when they tackle the mixed terrain of the Ellms Family Farm.”

In the center of it all, the Inferno Midway features food and drink, two kid’s courses, apparel and merchandise tents, music and more. The Burnt Hills Fire Department will be on the scene to exhibit emergency apparatus, answer participants’ questions and discuss firefighting. MacBoston 18 Truck, an organization that works to keep the memory of fallen firefighters alive, will display an antique ladder truck. Other local departments are invited to come out and participate, as well.

Hero Rush also provides an opportunity to give back to the firefighting community by supporting the National Fallen Firefighters Foundation, which honors the nation's fallen firefighters and works to reduce line-of-duty deaths. The Foundation receives a \$20 donation for each runner in the "343 Wave" honoring the firefighters killed in the World Trade Center on 9/11.

"We've worked very hard to create an event where runners are challenged by creative obstacles, where young adults can come out and party, where families can enjoy the day together, and where everyone can gain a greater appreciation of what firefighters do for their community," Iannone said.

Judging by feedback from participants at the inaugural Hero Rush in Maryland, they have succeeded.

"I have been running obstacle course races for about four years, over six different kinds, said Michelle Collins of Severna Park, Md. "This one by far surpasses the others."

Paul Morin of Fairfax, Va., said his children are still proudly wearing their medals, weeks later. "This is what these races are all about. Families finding ways to be healthier, happier and enjoying this life. Thanks for a great race!"

#### **Details:**

- Online registration available until Wednesday, September 5 at [www.herorush.com/NY](http://www.herorush.com/NY).
- Gates open at 8:00am; the first wave of runners goes off at 9:00am. Event closes at 3:30pm.
- Adult Runners: \$74 – includes bib, timing chip, finisher's medal and T-shirt, \$5 in Hero Dinero to use for food/drink
- Junior Heroes Race (age 7-13): \$15 – includes finisher's medal and T-shirt
- Adult and Junior runners can save 15% with promo code **RushNY** at checkout
- Spectators are free
- Volunteer sign-up at [www.herorush.com/volunteers](http://www.herorush.com/volunteers) - volunteers get a T-shirt, food & drink, and access to the Inferno Midway. Organizations bringing 20 or more volunteers receive donations.

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#### **Note to Editors:**

Photos (web and high-res) and interviews are available upon request.

Hero Rush is open for media coverage during the event on Saturday, September 8, at Ellms Family Farm, 8:00am to 3:30pm. Course preview tours are also available on Friday, September 7, by appointment. Please contact Diane Giles (410.872.9303 x19 or [diane@herorush.com](mailto:diane@herorush.com)) for media registration.

#### **About Hero Rush**

Created by firefighters, [Hero Rush](http://www.herorush.com) 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>.