



Hero Rush – the Firefighter-Themed Obstacle Race and Experience – Coming to New York in September 2012

For Immediate Release

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Columbia, MD – January 4, 2012 – Hero Rush, the dynamic new firefighter-themed obstacle race and experience, is coming to the Ellms Family Farm in Saratoga County, New York, on Saturday, September 8, 2012. Designed for mainstream consumers by veteran firefighters, Hero Rush will challenge 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 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.”

“Our Saratoga event will be one of the first where we can really spread the course out across lots of open land,” Iannone said. “Our Heroes will have a real challenge when they tackle the mixed terrain of the Ellms Family Farm.”

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. “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.”

Todd Garofano, President of the Saratoga Convention & Tourism said, “We are thrilled to be one of only 12 host locations around the United States for this unique, fun and challenging event! We’ll be welcoming thousands of participants and their families & friends from throughout the Northeast, and beyond, to Saratoga County. The impact on our local economy will be significant as these participants will certainly require lodging and will frequent restaurants and shops county-wide.”

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

Hero Rush will give back to the firefighting community through national and local fire-related charities. As the designated national charity, the National Fallen Firefighters Foundation will receive a \$20 donation for each runner who runs in the “343 Wave” honoring the firefighters killed in the World Trade Center on 9/11.

Hero Rush will also identify a local fire-related charity to receive the proceeds from the Kid’s Firefighter Adventure Course. Attendees may elect to make additional, voluntary contributions to both national and local charities during the registration process.

To suggest a New York charity – or for information on how local fire departments and potential sponsors can get involved – visit www.herorush.com or email responders@herorush.com.

Events are also scheduled for Maryland, Minnesota, Michigan, North Texas, Los Angeles, Oregon, Illinois, Pennsylvania, North Carolina, Central Florida and Central Texas.

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>.

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The Saratoga Convention and Tourism Bureau bring meetings and special events to Saratoga. For information on how to schedule or plan a meeting, conference or convention in Saratoga, visit the Saratoga Convention and Tourism Bureau’s website at www.discoversaratoga.org.