



Leslie Spencer, Executive Director, Greater Cincinnati Sports Corporation  
[513.290.1079](mailto:513.290.1079) [LSpencer@CincyUSA.com](mailto:LSpencer@CincyUSA.com)

Carol Gottshall, Media Relations Manager, Tough Mudder  
[Carol.Gottshall@toughmudder.com](mailto:Carol.Gottshall@toughmudder.com)

## TOUGH MUDDER TAKES ON KENTUCKY

### *“Probably the Toughest Event on the Planet” to Host First Event in Kentucky on June 27 & 28*

**Sparta, Kentucky (March 11, 2015)** – Approximately 10,500 participants will descend upon Kentucky Speedway the weekend of June 27 to participate in Tough Mudder, an obstacle course challenge that is the ultimate test of strength, grit, stamina and teamwork. The event will take place on June 27 and 28, and will offer a 10+ mile course featuring entirely new and updated obstacles.

“We are thrilled to be coming to Kentucky Speedway for this year’s Tough Mudder Kentucky event,” said Barry Shaw, Event Director at Tough Mudder. “We look forward to working with the community of Sparta to provide a life-changing event for local and visiting participants, as well as to providing a positive economic impact on the region as Mudders travel from surrounding states and across the country to see what’s in store for 2015.”

Brand-new obstacles hitting the course in Kentucky this year will include “Dead Ringer,” a transverse across a series of inclined pegs using handheld rings; and “Cry Baby,” a tunnel crawl through a tear-gas-like substance. Classic obstacles including slicked quarter-pipe “Everest” have been redesigned, with “2.0” versions offering new twists on the classic challenges, pushing participants to work as a team.

“The obstacle innovations we’ve made for 2015 will encourage participants to work together more than ever before, while still providing the personal challenge people have come to expect from Tough Mudder,” said Nolan Kombol, Head of Innovation at Tough Mudder. “We’re thrilled to provide a fresh experience for returning Mudders and 20 new reasons for first-timers to finally take the plunge.”

Tough Mudder events have wide appeal—participants (known as “Mudders”) range from veterans to business executives to pageant queens to 81-year-old grandfathers. More than 90% of Mudders sign up as part of a team. And for many Mudders, Tough Mudder is more than just a weekend event—it’s a lifestyle. More than 5,000 Mudders have even had the Tough Mudder logo permanently tattooed on their bodies.

“The Greater Cincinnati Sports Corporation welcomes the toughest event on the planet,” said Leslie Spencer, Executive Director of the Greater Cincinnati Sports Corporation. “To see the event actualize after a few years of pitching the unique infrastructure of the Kentucky Speedway to their event organizers, will prove to be a great host venue for years to come for our local Mudders as well as visiting participants”.

“To have a top notch competition like Tough Mudder in Northern KY is a tremendous achievement. We look forward to welcoming these “tough” competitors to our destination,” said Eric Summe, President and CEO of meetNKY.

Tough Mudder is the largest supporter of Wounded Warrior Project and its mission to assist severely injured veterans. To date, Tough Mudder participants have raised more than \$6.5 million for Wounded Warrior Project. Registrations for Kentucky Tough Mudder event are now open. Spectator tickets are also available. For those interested in finding other ways to get involved—and getting a discount on future registration—Tough Mudder is currently on the lookout for volunteers to be a part of the action.

For more information, visit [www.toughmudder.com](http://www.toughmudder.com).

#### **About Tough Mudder:**

Tough Mudder Inc. was founded in 2010 by Will Dean and Guy Livingstone. Considered “Probably the Toughest Event on the Planet,” each Tough Mudder endurance challenge tests participants’ strength, stamina, mental grit and teamwork. In 2015, Tough Mudder will host more than 50 events in the United States, Canada, Mexico, United Kingdom, Ireland, Germany and Australia. For the schedule of event dates and locations, visit [www.ToughMudder.com](http://www.ToughMudder.com).

#### **About Greater Cincinnati Sports Corporation:**

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati & Northern Kentucky region as a premier sports destination. We have a 25-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. GCSC is funded in part by and represents the Cincinnati USA Convention and Visitors Bureau and meetNKY. For more information on GCSC or a full calendar, visit [www.CincySports.org](http://www.CincySports.org).