



# MuckFest MS

## 2013

### Press Kit



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## What is MuckFest You Ask?

### Most importantly, it's...

- The wackiest, muckiest time you'll ever have for a good cause.
- 5 miles of menacing challenges ending in mucking glory.
- A come as you are and get as dirty as you like event.
- An event that's uses the F-word a lot: F-U-N. What word were you thinking of?

### As if you aren't sold already, read on for all the mucky details!

- We designed a course to challenge and to thrill you. We want you to have a blast. So our course is a perfectly balanced obstacle run that delivers a muckload of slapstick comedy and a great workout at the same time.
- No special training required. We get all types of runners and non-runners, so every mucker is able to approach the course individually.
- Our obstacles are well-designed, solid, steel-constructed wonders. You can see the time, energy and care that went into making them. We take our obstacles seriously so you can have a hysterically awesome time on them.
- 20+ steel obstacles that flip, fling and swing you up, down and sideways through a course designed for maximum hilarity with names like The Oh Crap, Big Balls and The Giant Swing Set
- Our post-race MuckFestival rocks: great food, cold beer, hilarious views, and music. When all the people who have just shared the thrills and spills of the MuckFest MS course gather together, you have the makings of a memorable party.
- The funds raised by MuckFest MS participants enable the National MS Society and its local chapters to provide programs and services that help each person address the challenges of living with MS and to fund cutting-edge research into the cause, treatment and a cure for MS.
- We are all about the MUD but we would never leave you hanging high and dry, which is why we are proud to have TIDE as a National Sponsor for MuckFest. They make sure to get you squeaky clean after all the mucky fun!



### And don't forget we are all about...

- Better and bigger obstacles
- FREE lunch
- More beer than any other race
- Longer (5 miles) than most other races

### MuckFest Basics:

- What: MuckFest MS
- When: August 3, 2013
- Where: Belle Isle Park, Detroit, MI
- MuckFest™ MS is the nation's best mud and obstacle fun-run. 100% of fundraising dollars go to the National Multiple Sclerosis Society—helping to prove that you can have loads of dirty fun and feel good about it in the morning.



## MuckFest™ MS 2013 Event Schedule

JACKSONVILLE- March 23

BOSTON- April 27

PITTSBURGH- May 25

PHILADELPHIA- June 8 & 9

NEW JERSEY- June 15

BALTIMORE- June 29

ST. LOUIS- July 6

KANSAS CITY- July 13

CINCINNATI- July 27

DETROIT- August 3

TWIN CITIES- August 10

INDIANAPOLIS- August 24

MILWAUKEE- September 14

DENVER- September 21

ATLANTA- October 5

SF BAY AREA- October 26

PHOENIX- October 19

SAN DIEGO- December 7

## 2014 MuckFest Dates & Times Coming Soon!



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## For Immediate Release

MuckFest MS Launching in 18 Cities in 2013

Bring it. Run it. Muck it on a five-mile obstacle course constructed of steel benefitting the National MS Society.

MuckFest™ MS is the nation's best mud and obstacle fun-run. Moon-sized craters of mud and gigantic steel-constructed obstacles – straight out of Hollywood – will wipe you out and make you laugh...a lot. At MuckFest MS, you'll run and slosh alongside recreational runners, top tri-athletes and everyone in between. Gear up or strip down. Costumes welcome. What everyone has in common is that they like a good workout and they love having a good time.

In the weeks before MuckFest MS, the course is dug out with heavy machinery and a whole lot of water is added. Twenty steel-constructed obstacles are then assembled and placed among the mud-filled trenches, slip-n-slide pits and moon-sized craters. We're not talking rinky-dink barricades made out of two-by-fours that you find on some mud runs out there. These obstacles are solid-steel behemoths that are transported by semi-trailers and require days, not hours, of prep and construction at each event site.

A spectacular highlight reel and Pulitzer-worthy photo opportunities await as muckers run, slip, slide, climb, swing and slosh (and laugh and curse) their way through a diabolically hilarious gauntlet of mucky obstacles.

And the fun doesn't stop when the muckers get hosed off. There's a party in the MuckFestival area with beer, food, music and front row seats to watch the remaining muckers take on the obstacles and cross the finish line. (By the way, beer and lunch are included in the registration fee.)

After you're done sloshing around, join us at the Post-race MuckFestival area with beer, tasty food, good music, hilarious views and a couple of dirty surprises here and there. There's even a separate, specially-designed playlot for the kids to get dirty in. We call it the Lil' Muckers area.

And best of all, 100% of funds raised by MuckFest MS participants support the vital work of the National Multiple Sclerosis Society, such as providing direct support services to people living with MS in our community and funding cutting-edge research.

For so many people in our community who are living with MS, the National MS Society is a place of incredible support. And it's not just about the up-to-the-minute information and resources about the disease. It's also about providing a spectrum of vital services and a caring community of professionals who help people living with MS to move their lives forward. That is who we are fundraising for through MuckFest MS: the thousands of people in our community living with the uncertainty of multiple sclerosis. It's necessary and important work that deserves our support. Read more about the life-changing work of the National Multiple Sclerosis Society at [www.nationalmssociety.org](http://www.nationalmssociety.org).

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## MuckFest MS 2013 Event Photos

The four high-res photos below are attached to this file and available for use.

