



For Immediate Release

Spartan Brings More than 10,000 Participants to First Spartanburg Race Weekend to Battle Fire and Barbed Wire

World's Largest Obstacle Race and Endurance Brand Descends on Spartanburg for a 3+ Mile "Sprint," 12+ Mile "Beast" and Spartan Kids Races

Spartanburg, SC (September 20, 2017) – Fire and grit collide during Spartan's Carolina Beast and Sprint weekend, which will bring more than 10,000 competitors to Spartanburg for the first-time, November 4-5, 2017. The course sits on land adjacent to USC Upstate and Milliken & Co.'s global headquarters northeast of Downtown Spartanburg. Competitors will jump through fire, crawl under barbed wire, scale walls and conquer other obstacles during the Reebok Spartan Race events which include the 3+ mile, 20+ Obstacle "Sprint;" 12+ Mile 30+ Obstacle "Beast;" and Spartan Kids races for youth ages 4-13 years old.

"With such an incredible natural landscape that boasts hiking trails, nature reserves, rivers and a plethora of outdoor activities, we couldn't think of a better city to host a Spartan race," said Spartan Founder and CEO Joe De Sena. "We look forward to challenging the Spartanburg community with our gritty race events, and encourage people to step outside their comfort zones and onto the course to push their minds and bodies to the limit."

Spartan's militaristic-style obstacle races have seen more than 5 million participants jump through fire and over the finish line after pushing their bodies and minds across miles of unforgiving terrain while conquering signature obstacles such as the spear throw, bucket brigade and barbed wire crawl.

"We are very excited about hosting a Spartan race in Spartanburg," said Spartanburg Convention and Visitors Bureau Executive Vice President Chris Jennings. "This is a tremendous addition to the growing level of sports-related tourism in Spartanburg. We're looking forward to all the athletes and their families coming to Spartanburg, and I know our restaurants, hotels, retailers and other businesses will feel a positive impact from their presence."

ABOUT SPARTAN RACE, INC.

Spartan Race is the world's largest obstacle race and endurance brand, and the first in-sport to feature timing and global rankings. With more than 200 events across more than 30 countries in 2017, Spartan Race will attract more than one million global participants offering open heats for all fitness levels, along with competitive and elite heats. The Spartan Race lifestyle boasts a community of more than five million passionate social media followers, health and wellness products, training and nutrition programs, and a popular NBC television series, which has made obstacle racing one of the fastest growing sports in the world. Spartan Race events feature races at three distances, 3+ Mile/20+ Obstacle "Sprint," 8+ Mile/25+ Obstacle "Super" and 12+ Mile/30+ Obstacle "Beast," culminating in the Reebok Spartan Race World Championship in Lake Tahoe, Calif. Visit <http://www.spartan.com> for more information and registration.

Video Credit: Transition/Spartan Race

Media Contact: Jonathan Fine at 781.248.3963 or jonathanf@spartan.com.