



FOR IMMEDIATE RELEASE

## TOUGH MUDDER AND TEAM RUBICON JOIN FORCES TO PROVIDE VETERAN-LED AID TO DISASTER-STRICKEN COMMUNITIES

*Endurance series and disaster-response nonprofit announce ambitious charity partnership with dual purpose: aid disaster victims while redefining veterans' reintegration*

**Brooklyn, N.Y. (June 21, 2016)** – Today, leading active lifestyle company Tough Mudder, Inc. announced a multi-year partnership with Team Rubicon, the only nonprofit disaster response organization that mobilizes military veterans to support communities devastated by natural disasters.

The comprehensive charity partnership aims to raise \$1.5 million by year end 2017 – one of the largest monetary donations in Team Rubicon's six year history – and to drive volunteer participation across the nation by activating Tough Mudder's passionate community of 2.5 million veterans and civilians.

"Support for veterans is part of Tough Mudder's DNA, and we're proud to partner with an organization that is redefining what it means to return home from military service," said Will Dean, CEO and Founder of Tough Mudder, Inc. "Tough Mudder and Team Rubicon are united by a shared vision: harness the power of teamwork and community to tackle life's challenges head on. Mudder Nation is ready to get to work."

Over the past six years, the Tough Mudder community has raised more than \$12 million in charitable donations. Tough Mudder's new, multi-year commitment to Team Rubicon will include:

- **Donation Matching:** For each Mudder who raises \$150 for Team Rubicon, Tough Mudder will donate an additional \$15 to the cause.
- **Free Event Registration:** In partnership with Team Rubicon, Tough Mudder will award free participant entry to hundreds of top fundraisers.
- **On-Site Activation:** To build awareness and spread the mission, Tough Mudder will host hundreds of Team Rubicon supporters and personnel at events across the country, beginning with the Tough Mudder and Tough Mudder Half Long Island event on July 23 & 24.
- **Mudder Nation Mobilization:** Mudders have been trialed by fire, ice and electricity. Now they're ready for a true test. With a group of select Ambassadors leading the way, Mudders will be called upon to deploy as Team Rubicon volunteers.

"We're excited to welcome Mudder Nation into our roster of 35,000+ volunteers," said Jake Wood, Co-Founder and CEO of Team Rubicon. "Our partnership with Tough Mudder is an opportunity for Team Rubicon to share our commitment to disaster response and veteran reintegration with a community that lives courage, personal accomplishment and teamwork. Together we can fuel a movement of neighbors helping neighbors and ordinary people doing extraordinary things for the greater good."

Since its founding following the 2010 Haiti earthquake, Team Rubicon has responded to more than 125 disasters including the tornadoes in Joplin, Missouri, Hurricane Sandy, Typhoon Haiyan in the Philippines and the earthquake in Nepal. The organization is currently responding to the Fort McMurray fires in Canada. Through



opportunities to continue service following the military, Team Rubicon provides its veteran volunteers with a renewed sense of purpose, community and identity.

To learn more and join the mission, visit [toughmudder.com/charity](http://toughmudder.com/charity).

**About Tough Mudder, Inc:**

Founded in 2010 with the launch of the [Tough Mudder](#) event series of 10-12 mile military-style obstacle courses, Tough Mudder Inc. has since grown to include [Tough Mudder Half](#), an obstacle challenge bringing the thrills of Tough Mudder to a 5-mile course; [Mudderella](#), an obstacle course series created by women for women; [Fruit Shoot Mini Mudder](#), a custom event for children ages 7-12; and [World's Toughest Mudder](#), a grueling 24-hour endurance competition. The Tough Mudder family of brands is united by a commitment to promoting courage, personal accomplishment and teamwork through unconventional, life-changing experiences. With more than 2.5 million participants to date, Tough Mudder Inc. will put on more than 120 events worldwide in 2016. To join the conversation, follow Tough Mudder on Facebook at [facebook.com/toughmudder](https://facebook.com/toughmudder), on Twitter [@ToughMudder](#), and on Instagram [@Tough\\_Mudder](#).

**About Team Rubicon USA:**

Team Rubicon unites the skills and experiences of military veterans with first responders to rapidly deploy emergency response teams. The disaster response organization offers veterans the opportunity to continue their service by helping those affected by disasters while regaining a sense of purpose, community and identity. For more about Team Rubicon USA, visit [teamrubiconusa.org](http://teamrubiconusa.org). Also see us on [Facebook](#) and follow us on [Twitter](#).

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