

19 Year Old to Run Worlds Toughest FootRace

Contact: Nickademus Hollon

Phone: (858) 248-2224

FOR IMMEDIATE RELEASE

9 A.M. EDT, MARCH 10, 2009

19 YEAR OLD TO RUN WORLD'S TOUGHEST RACE

MARCH 10, 2009: Hollon, a 19 year old ultra-marathoner joined the elite ranks of the globally recognized world's toughest footrace, the *Badwater* Ultra-marathon. Hollon makes history this July 13th-15th as he goes head to head against the 135 trek from Badwater to Whitney Portal and establishes himself as the youngest person in the world ever to compete in this extreme event. Though Nickademus is just a teenager, his larger goals and even bigger heart put him at risk of brain damage, heat stroke and even death not only for history's sake, but also for the ultimate goal of raising 10,000 dollars for the Leukemia and Lymphoma Society.

But young Hollon is no stranger to running for cancer awareness. For his senior project in high school, Hollon voluntarily ran 3000 miles in ten months; one stint led him round and round the track over 400 times. With Nickademus's 3000th mile came an astounding fundraising total of 16,000 dollars for the Leukemia and Lymphoma Society. Nickademus never stopped running for his friend Andrew Bundy, believing that "I'll endure so they don't have to." Nickademus is now using his

~ MORE ~

gift of running to raise cancer awareness through the world's toughest footrace as the world's youngest runner.

But with the average age of seasoned *Badwater* athletes at 45, twice Nicks age, is it healthy for Hollon to attempt such an extreme run? Hollon gets all his best training advice from his friend and fellow endurance athlete David Goggins. Hollon's fully aware of the controversies surrounding young runners vs. seasoned runners. But Hollon was once told by a sage runner that "it doesn't matter what age you do ultras, because the fact is, your legs are like cars and you only have a certain amount of mileage in them and once that runs out, your ka-put." Nickademus's goal in the sport isn't to be a one hit wonder, he plans on racing for a long time.

Historically, *Badwater* has changed only slightly since 1977 when Al Arnold ran his way from *Badwater* at -286ft to the peak of Mt. Whitney a towering 14,495 ft, thus paving the way for the birth of the official race in 1987. Every summer, ninety top endurance athletes of all sizes, ages, and nationalities continue to challenge Mother Nature as they brave 135 miles on black asphalt, temperatures that soar upwards of 130 degrees, and total elevation changes of over 19,000 feet. Runners who complete *Badwater* solidify themselves as immortals in the sport of ultra-running.

Though some question why runners pay to compete in this incomprehensible race, it actually takes years of planning and running to get in. This is why Nickademus has an edge, he's

been ultra-running since 2007 and working on his running resume specifically for *Badwater*. You see, ultra-runners don't just get accepted into *Badwater*, you have to apply through a lengthy application process including the submission of an impressive running resume. You have to prove that you can do it and you have to be an exceptional athlete. Hollon has a time tested theory that's served him well; "try the hardest trail first and then everything else comes easy". Hollon knows *Badwater* won't be easy, rather it will serve as the ultimate test of endurance.

In building Hollon's running resume for qualification in *Badwater*, Hollon had to run two official one hundred milers. Though Hollon had already run two unofficial hundred milers in 2008 during his *3000 For the Cure* project, he still needed to prove his abilities by running in official races. Hollon ran the *Javelina Jundred* and *Across the Years* 24 hour event breaking personal records both times. Nickademus nearly missed the *Across the Years* event as he was wait listed and did not find out he had been accepted until only one week before race time. Nickademus set to preparations right away and ultimately ran his longest mileage to date, 107.19 miles.

When he's not running, Hollon's loftier goals of racing in more difficult and grueling events keep him motivated. After *Badwater*, Nickademus looks forward to competing in endurance races such as; the *Barkley 100*, *Susitna 100*, *Iditarod* on foot,

Four Deserts, Sahara Crossing, Pacific Crest Trail, and the Appalachian Trail, with of course, Mt. Everest in his sight.

When Nickademus is not scheming physical tests of endurance, he's taking mental agility tests as a full time student at Northern Arizona University located in Flagstaff, Arizona. He's currently working towards a major in Geology with a minor in Spanish. Aside from running and his studies, Hollon enjoys backpacking and off-roading in his Jeep. "You can ask any of my friends, pretty much anything that's outdoors I'm game for."

Please visit www.nickademus.org and click on the tab labeled fundraising to help Nickademus make history this July in his attempt to raise 10,000 dollars and run 135 miles.

~End~