American Cancer Society Joins Forces with Rugged Maniac in Fight to End Cancer

The popular obstacle race series will serve as new fundraising platform

ATLANTA -- May 23, 2016 -- The American Cancer Society is teaming up with Rugged Maniac, one of the largest obstacle race series in North America, to raise awareness and funds to help the Society save more lives from cancer. The new partnership brings an exciting new addition to the Society's existing lineup of popular fundraising events, which includes Relay For Life® and Making Strides Against Breast Cancer®.

Rugged Maniac events are designed for those who value fun just as much as fitness, with a 5-kilometer course featuring 25 epic obstacles, including fire jumps, underground tunnels, trampolines, and towers of shipping containers, and a day-long festival with music, mechanical bulls, adult bounce houses, exhibition booths, food and beverages.

Now entering its sixth year of operation, Rugged Maniac hosts events in 28 cities across the United States and Canada, providing ample fundraising opportunities for people who want to have a lot of muddy fun while doing their part to fight cancer.

Rugged Maniac CEO Brad Scudder and COO Rob Dickens previously appeared on ABC's hit TV show Shark Tank, where they enticed famed businessman and billionaire Mark Cuban to invest $1.75 million in the company.

"Rugged Maniac has become wildly popular because it does a great job making physical activity insanely fun," said Cuban. "Sure, it attracts elite athletes, but it also attracts hundreds of thousands of people who wouldn't consider doing something like a normal 5k fundraising road race. By partnering with the American Cancer Society, our Maniacs can now join the fight against cancer on their own terms - covered in mud and having a blast!"

This collaboration between the American Cancer Society and Rugged Maniac is part of a Do It Yourself (DIY) fundraising pilot, which allows participants to raise funds for charity on their own terms. As traditional walk and run events are evolving, it's becoming increasingly important for the Society to explore new and innovative ways for individuals to engage with the Society’s mission. Through this DIY pilot, Rugged Maniac will be encouraging their event participants to raise funds exclusively for the Society.

“The American Cancer Society is excited to collaborate with Rugged Maniac to increase cancer awareness and keep cancer from being an obstacle for many touched by it,” said Sharon Byers, chief development officer for the American Cancer Society. “Today, the risk of death from cancer is 23 percent lower than it was just two decades ago. It’s going to take teamwork to eliminate cancer as a major health problem, and we look forward to working together with Rugged Maniac to advance the mission of the Society and spread awareness about cancer prevention and early detection to save more lives faster.”

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