

**WHEN 8 COUNTRIES UNITE
SOMETHING BIG IS COMING...**



...FISHERMAN'S FRIEND proudly presents the **INTERNATIONAL FISHERMAN'S FRIEND STRONGMAN-RUN SERIES!** From 2018 on each and every **FISHERMAN'S FRIEND STRONGMANRUN** will be united under the roof of the **INTERNATIONAL FISHERMAN'S FRIEND STRONGMANRUN SERIES.** No matter the obstacle course experience, no matter the fitness level, the upcoming series has everything a StrongmanRunners heart will beat faster for. From running through the streets of Hellendoorn in the Netherlands and mass starts with 13.000 StrongmanRunners on the famous Formula 1 racetrack at the Nurburgring in Germany. Enjoying the Ski Amadé in Flachau, Austria, seeing the French Alps while participating in the Winter Edition in Villars-Sur-Ollon in Switzerland or nature reserve in Maasmechelen, Belgium? How about a night sprint in Bibione, Italy? Witnessing the beauty of the Norwegian landscape in Kristiansand or feeling the South African width in Paarl? The **INTERNATIONAL FISHERMAN'S FRIEND STRONGMANRUN SERIES** offers it all.

Even though every Run has its very own character and specialty still all **FISHERMAN'S FRIEND STRONGMANRUNS** are united by two major factors: the challenge to overcome your own limitations and the **FUN** that you and your team will have while doing so.

8 COUNTRIES, 13 EVENTS AND ONE INTERNATIONAL HERO RANKING

With the brand-new **INTERNATIONAL FISHERMAN'S FRIEND STRONGMANRUN SERIES** comes an international **HERO RANKING.** What that means? Every StrongmanRunner which participates in one of the events will automatically be a part of ranking, starting from 2018 on. The ranking will be shown on the international website strongmanrun.com. The position, name and number of events one has participated at will be displayed in the result list. In addition to that every StrongmanRunner can earn **HERO POINTS** which are listed in the ranking as scores. Runners will be rewarded with **HERO POINTS** for starting, finishing, their chosen distance and for special locations. Also, the youngest and oldest (measured by the year of birth) participants will earn a **HERO POINT.** The results of the participants will automatically be shown and updated in the ranking.

On top of the magnificent experience of participating in the unique events the StrongmanRunners and earning **HERO POINTS** the StrongmanRunners will be rewarded with the **HERO PLAQUES.** Depending on the number of points the StrongmanRunners will receive a red, silver or gold **HERO PLAQUES.**



THE ULTIMATE FUN CHALLENGE OF A LIFETIME

Fisherman's Friend wanted to offer their customers a way to experience the brand in most authentic way possibly. That is how the **FISHERMAN'S FRIEND STRONGMANRUN** came to live 10 years ago. The British cult brand hit the nerve of the time with their creation. Moreover, Fisherman's Friend proved that the **FISHERMAN'S FRIEND STRONGMANRUN** is a timeless pleasure for women and men all over the globe. To this date the **INTERNATIONAL FISHERMAN'S FRIEND STRONGMANRUN SERIES** takes place in 8 countries with 13 events. Despite the steadily growing obstacle scene, the **FISHERMAN'S FRIEND STRONGMANRUN** is not only the biggest obstacle race in the world with mass starts, with the most fun obstacles, varied and exciting tracks and great atmosphere full of joy, partnership and team spirit.

It is above all the fun mentality, great obstacles, varied and exciting tracks and great atmosphere full of joy, partnership and team spirit. Over the years, not only has a sworn community emerged, at every **FISHERMAN'S FRIEND STRONGMANRUN** real friendships arise. Once you have jumped into the ice-cold water with thousands, you experienced the feeling of crossing the finish line and felt the pride after overcoming obstacles together and had your very own Hero Moment you will know what the **FISHERMAN'S FRIEND STRONGMANRUN** spirit means. Apart from the great atmosphere, the events are encouraged by the personal motivation of each individual at the **FISHERMAN'S FRIEND STRONGMANRUN** – whether it's a noble cause to run, to prove yourself that you are able to overcome yourself and the obstacles, or to spend a magnificent time with your friends. When the StrongmanRunners cross the finish line the event reaches the peak!

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