



## **FOR IMMEDIATE RELEASE**

*Tough Mudder Returns to Australia for the first time in four years. Event on October 28 & 29, 2023 Will Offer an Action-Packed Weekend of Muddy Adventure*

SYDNEY, NSW. (Dec. 8, 2022) - Tough Mudder, the global leader in obstacle course adventures, announced today that the company will return to Australia in 2023.

With the support of Destination NSW, Tough Mudder will return to Australia for the first time since 2019. Picton will play host to Tough Mudder Australia on Saturday, 28th, and Sunday, Oct. 29, 2023.

Founded in 2010 with obstacle course events, Tough Mudder is a leading global sport and active lifestyle brand. With more than 6 million participants worldwide, the company hosts over 130 challenges and endurance events annually in 19 countries.

Featuring three courses the 2023 Australian event will be held at the much-revered obstacle racing venue Ziems Farm in Picton, NSW. Just an hour southwest of Sydney, the setting is the perfect location to host over 10,000 expected athletes to travel to the region for the two-day event.

The 2023 Australian Tough Mudder will feature the following events:

- **Tough Mudder 15K:** Formerly known as the Tough Mudder Classic, this course is loaded with 30 of the world's craziest obstacles, encouraging teammates and strangers to work together to conquer the course.
- **Tough Mudder 10K:** Welcome to the sweet spot. With 20 world-famous obstacles to tackle, Tough Mudder 10K is the newest adventure in our obstacle course line-up.
- **Tough Mudder 5K:** With Tough Mudder's famous teamwork-inspired obstacles, anyone can conquer a Tough Mudder 5K as long as they dare to step up to the starting line.

*"Over 100,000 Aussies have competed in Tough Mudder events across Australia, and a vibrant "Mudder" community has sorely missed the event,"* said Sara O'Sullivan, Head of Marketing from Tough Mudder Australia

*"Our partnership with Destination NSW will allow our team to deliver a world-class event for Sydney that welcomes back the Mudder Nation and brings obstacle racing to a brand new community of Australians."*

Continued over page



Tough Mudder is a perfect activity for adventure seekers with special earlybird pricing until January. For more information and to register for the NSW Tough Mudder event, visit [toughmudder.com.au](http://toughmudder.com.au)

**Tough Mudder is proudly supported by the NSW Government through its tourism and major events agency, Destination NSW.**

### **About Tough Mudder**

Founded in 2010, Tough Mudder is a leading global sports and active lifestyle brand that creates the world's most extraordinary adventures and champions the power of teamwork. With more than 6 million participants, the company hosts more than 130 challenges (Tough Mudder Kids, Tough Mudder 5K, Tough Mudder 10K, and Tough Mudder 15K) and endurance (Tough Mudder Infinity, Toughest Mudder and World's Toughest Mudder) events annually in 10 countries. The company's content studio fuels a global movement of people who work together to uncover their hidden potential, providing millions of engaged online brand enthusiasts with wellness, nutrition and inspirational content delivered daily across social and digital platforms. More than 500,000 new participants are welcomed to the global Tough Mudder community every year. The company is part of the Spartan global family of extreme endurance properties. For more information visit [toughmudder.com.au](http://toughmudder.com.au)

### **Contacts:**

Sara O'Sullivan: [sara@spartanrace.com.au](mailto:sara@spartanrace.com.au)