



THE WORLD'S TOUGHEST FOOT RACE CELEBRATES 40th ANNIVERSARY OF ICONIC ROUTE FROM DEATH VALLEY NATIONAL PARK TO MOUNT WHITNEY

FOR IMMEDIATE RELEASE:

Death Valley, CA: On July 10-12, AdventureCORPS presents its legendary **STYR Labs BADWATER® 135**. Now in its 40th year, the world-renowned event pits up to 100 of the world's toughest athletes against one another and the elements. In scorching temperatures and at altitudes as high as 8,360 feet (2548m), runners, triathletes, adventure racers, and mountaineers from 19 countries and 20 American states face off in a grueling 135-mile trek non-stop from Death Valley to Mt. Whitney, CA. Widely recognized as "the world's toughest foot race," it is the most demanding and extreme running race on the planet.

The start line is at Badwater Basin, Death Valley, which marks the lowest elevation in North America at 280' (85m) below sea level. The race finishes at Whitney Portal at 8,360' (2548m). The course covers three mountain ranges for a total of 14,600' (4450m) of cumulative vertical ascent and 6,100' (1859m) of cumulative descent. Whitney Portal is the trailhead to the Mt. Whitney summit, the highest point in the contiguous United States. Competitors travel through places with names like Mushroom Rock, Furnace Creek, Salt Creek, Devil's Cornfield, Devil's Golf Course, Stovepipe Wells, Panamint Springs, Keeler, Alabama Hills, and Lone Pine.

The 95 athletes in the 2017 STYR Labs Badwater 135 athletes represent nineteen countries: Argentina, Australia, Brazil, Bulgaria, Cayman Islands, Colombia, Czech Republic, France, Germany, Hungary, Italy, Japan, Jordan, Mexico, Philippines, Portugal, Spain, Sweden, United Kingdom, and United States of America (with 20 different American states represented). [See the full roster here.](#) [Download the July 2017 issue of BADWATER® Magazine with all the info.](#)

[Read the full-length press release at Badwater.com here.](#)

Oak Park, CA-based AdventureCORPS®, Inc. is an athlete-run firm producing and promoting ultra-endurance sports events and the world's toughest brand, BADWATER®. Adventure is our way of life. AdventureCORPS' world-class events for athlete-adventurers include epic races such as the STYR Labs Badwater® 135, BADWATER® Salton Sea, and BADWATER® Cape Fear, and other events. Our products include the Badwater® line of apparel, skin care products, gear, and services. Founded in 1984 by [Chris Kostman](#), this group effort is dedicated to exploring the inner and outer universes, seeking adventure, energy, and insight both in daily life and "out there." More info: www.adventurecorps.com and www.badwater.com.

Badwater® is a registered trademark owned by AdventureCORPS, Inc.



How to Cover the STYR Labs Badwater 135 Ultramarathon as a Journalist

By [Chris Kostman, race director](#): www.adventurecorps.com / www.badwater.com

BEFORE YOU LEAVE FOR DEATH VALLEY

- Please submit your contact and publication / network info in advance. (See final pages below.)
- Download the Race Magazine: <http://www.adventurecorps.com/downloads/bw/2017July.pdf>
- Bring a wide-brimmed hat and loose-fitting, white clothing that covers you from head to toe, plus sunscreen, lip balm, and an umbrella. Use these items constantly! (ALSO bring clothing for cold weather as it can be near freezing at the finish line at night.)
- Bring one cooler for ice and drinks, plus another cooler for food, and yet another cooler to hold your computers and camera equipment. A car without A/C running will get boiling hot in minutes.
- Make hotel reservations along the route: Stay in Furnace Creek on July 9-10 (contact Phyllis Nefsky at pnefsky@xanterra.com as the hotel is sold out to the public), then book rooms in Lone Pine on the 11th and 12th. The post-race party is held the evening of the 12th. Drive to Vegas (or Los Angeles) on the 13th to fly out. Vegas is the nearest airport, followed by Los Angeles. (We can provide a contact list for hotels along the route.)

IN FURNACE CREEK BEFORE THE RACE

- Upon arrival in Furnace Creek, pay \$20 to the National Park Service at the Visitor's Center for a park entrance permit to stick in your windshield.
- Attend all the events on July 9-10: <http://www.badwater.com/event/badwater-135/>
- Attending the Media Briefing on July 9 at 130pm is mandatory. Location: Stovepipe Wells auditorium (not at the Furnace Creek Inn as in past years.)

DURING THE RACE

- Attend all three wave starts at on Monday evening: 800pm, 930pm, and 1100pm. Arrive at each start at least 30 minutes early to talk to runners and crews.
- Please don't scramble to do a lot of photography for the first few hours of the race. There is no rush, plus shots of long lines of runners do not indicate what this race is really about. Wait until the next morning, when the runners have spread far apart, to get your long shots of "the lonely runner." This will be on the way into Stovepipe Wells (huge sand dunes) and ascending Townes Pass (long shots with the "ribbon of highway" stretching out behind the runners).
- During the race, get gas, water, ice, and food in Furnace Creek, Stovepipe Wells, Panamint Springs, and Lone Pine: yes, in ALL of those places. Even though you're not driving far, you will spend a lot of time with the engine idling and the A/C running, which will burn a surprising amount of gas. You do NOT want to run out of gas, water, ice, or food at any time!
- Monday night, after all the racers get underway, either stay up all night (like most people do) or stay in a room in Furnace Creek or Stovepipe Wells. But be prepared to be up early to see and photograph the runners at sunrise!

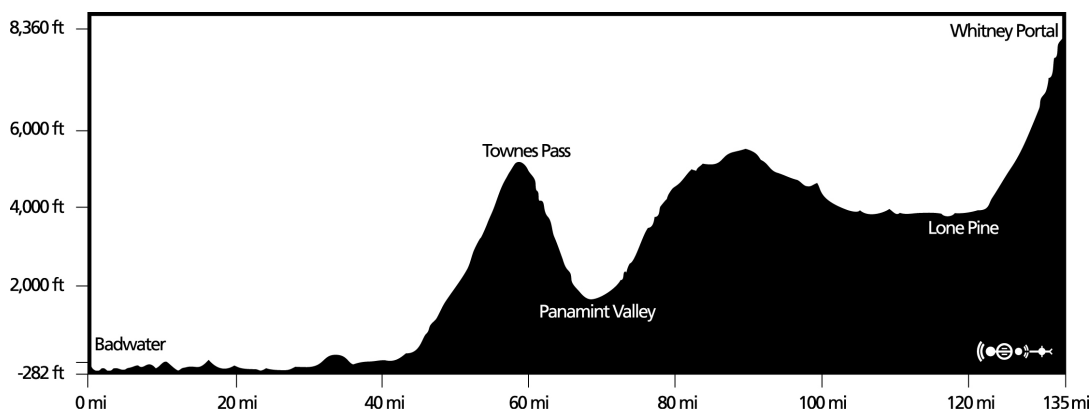
- Check in with Race HQ at the Dow Villa in Lone Pine at any time, or check the race website, to inquire about the location of the race leaders and others. NOTE: The winner could finish as early as 800pm on Tuesday evening! (We have GPS trackers on all runners, plus timing points.)
- Get to the finish line early, ahead of anybody you want to see finish. There is not much parking there, so you may have to park a half-mile away. Don't just show up at the last second, or you may not be able to park. The US Forest Service expects us, and you, to keep the road clear at all times. NEVER stop briefly, let alone park, on a roadway at any time!
- Stay for as much of the race as you can; every entrant has an interesting story and the course is open for 48 hours (until Wednesday at 1100pm), which means the race is not over until about 24-26 hours after the winner crosses the line!
- Attend the pizza party on Wednesday in Lone Pine. Nearly all race entrants, and finishers, will be there with their crews. It's a fun occasion and another chance to interview runners.

JOURNALIST ETIQUETTE AND TIPS ON COVERING THE RACE

- Always drive at the speed of traffic. PLEASE, no driving slowly for photography or rolling interviews! We can not emphasize this enough.
- Always park with all four wheels to the right of the white line, fully off the road. Also, please note - and use - only the designated parking areas on the Father Crowley ascent (the climb beyond Panamint Springs.)
- When parking on shoulders and otherwise near the roadway, always park on the right side of the road, facing in the direction that the race is going. When taking photos or otherwise standing around on the race course, please look back up the road behind you, to make sure you're not blocking the view of other photographers or staff.
- Wear high-visibility clothing at all times (OSHA Class 3 garments, specifically) and pay attention to your surroundings. Never stand in the roadway.

PROPER RACE NAME AND SPELLING / WHAT TO DO AFTER THE RACE

- PLEASE refer to the race by its full, proper name: "STYR Labs Badwater 135." Please note that "STYR Labs" is an integral part of the name. Also, "Badwater" is one word with only one capital letter, at the beginning. Badwater® is a federally registered trademark.
- Contact us by email if you need images or video of the race. Nearly all images from the webcast will be available in high-resolution. If you want any of those images, email us the image number AND photographer name of the images(s) you want and we will email them to you.
- Please mail us a copy of what you publish, plus email us the link to the online version, if there is one. We will promote your race coverage via all our channels.



How NOT to Cover the STYR Labs Badwater 135 as a Journalist



Photo above from 2002, and never repeated since!

No Driving on the Wrong Side of the Road.

No Driving Slowly Down the Road (i.e. no “tracking shots”)

Always Park With ALL Four Tyres RIGHT of the White Line on the right side of the road (in the direction of Lone Pine).

No “swarming” around runners and/or crews ON THE ROAD.

Do NOT block or impede traffic or race entrants, staff, or crew.

Park Legally and Properly at or near the Finish Line

- Get there very early. You may have to park ½ mile away!

Please note: Drones are ILLEGAL within National Park boundaries!

Press Credential Request: 2017 STYR Labs Badwater 135

Your name:

Company / Publication / Network / Website which you represent:

Mailing address:

Email:

Phone number:

Date your story or production will be published or aired:

Size of your team that will attend the race:

Focus of your story:

Your Signature, promising to conduct yourself with proper decorum and etiquette during the event, to shed favorable light on the race and its entrants and organizers, as well as the setting of the race, and to send us a hard copy of whatever you publish / produce:

NOTE: If you are a TV/film/video crew, additional information will be required from us, plus permits from the US Forest Service, and National Park Service. Please inquire.

Please return this page, or the info it requests: no later than July 1 to:

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Chris Kostman, Race Director
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Oak Park, CA 91377 USA

adventurecorps at gmail dot com