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## Press Release

Nashville Tennessee, October 2018

### Fit Farm Unleashes the Fury

Two of the nation's leading obstacle course designers and builders have begun the arduous and exciting task of creating The Fit Farm Fury obstacle course race in Tennessee. These global OCR gurus are teaming up with Fit Farm Founders, Pat Steffan and Kris Intress, to bring America's first and only OCR with lodging and amenities found at a highend retreat. They are bringing the fury to life across the 160-acre property, in the hills of Nashville and will be open to the public this fall.

Fit Farm is a premier retreat that has all the aspects to address your wellness, from HIIT boot camps and pure fitness programs to wellness retreats – there is a product for everyone. Now with the addition of the obstacle course, it's a complete package for someone who wants to challenge their limits at any level.

The Fit Farm Fury, also known as the Triple Fury, boasts 20 obstacles including a few of the biggest, most popular and challenging ones on the circuit, sprawled over the farm. Developed and built by former Army Rangers, including Founder Pat Steffan, Green Beret Challenge's Mark Ballas and Mud Run Guide/OCR Warrior's Brett Stewart, this course will have twists and turns and custom-built surprises designed specifically for Fit Farm. They are two of the founding members and race directors of the US & North American OCR Championships and they are bringing their passion to the farm. The race will be flexible to run between three and five miles and will be open to the public of all strengths early November 2018. It will be a course to learn on, build your endurance on, test your skills on and also one to practice on and conquer the types of obstacles you've encountered that keep you awake at night. Then, you can say you unleashed your fury.

*"I'm so excited to bring together our skillset at ADV.FIT Events and Mud Run Guide to expand the awesome offerings at Fit Farm for athletes of all types to experience an obstacle course race and train on some of the best obstacles in the industry. Creating an obstacle that will only be found at Fit Farm is also an accomplishment we are proud of. Partnering with Mark Ballas was a natural fit given the military-style obstacles we've chosen to represent the sport of OCR at Fit Farm. We're looking forward to developing events for both Mud Run Guide and Green Beret Challenges at the farm, and are pumped for the opportunities", remarked designer and builder Brett Stewart. "Obstacle course racing has become the fastest growing household sport in America. Having a regional location like Fit Farm will not only provide a great location to grow one's personal or family fitness, but will also provide a place to learn about and train for racing thus organically growing the sport of OCR", says Mark Ballas*

Founder Kris Intress' desire for helping others culminates in this first phase -*"There are five key trends when combined, show what a fit farm, our Fit Farm will solve as a our society navigates 'a perfect storm' in life. We get our clients to recognize what they need to do for themselves – and usually it is the first time they TAKE & MAKE the time to invest in themselves and find balance. The Triple Fury will give them just that extra edge to make a true reset for their lives, challenge what they know and create personal success, all in one location built exclusively for the purpose of changing one's pace for life."*

The code of honor at nearly every event is to help those around you at each obstacle to your best ability prior to moving on, and that is something practiced at Fit Farm. They are a family and welcome everyone to the farm and become a member, while doing something so personal for themselves.



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### *Fit Farm Furys cont'd ...*

Fit Farm hosts individuals, groups, companies and fundraisers too ... all are welcome. Now, with the **nation's only permanent obstacle course with lodging**, The Fit Farm Triple Fury, is a perfect turnkey solution for fundraising and so are the vast green spaces to host functions. Corporate events including board meetings of 20 and team building leadership exercises up to a few hundred can be hosted across property. Memory building and strong people-bonding experiences are created at the farm, and are of course tailor made.

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**Points of interest:** Please see the attached bio sheet for Kris Intress, as well as the Fit Farm Focus & Facts sheet compiled to speak to why she developed the entire program.

We welcome inquiries from the media; please reach out to Lia in our Communications Office at [lia@fit.farm](mailto:lia@fit.farm) and 228-224-0315 at your convenience. Interested in visiting us on a media fam trip, let us know. Fit Farm was established in 2016 to bring an all-inclusive premier fitness program to the market.

Please visit <https://fit.farm/media-press-kit> for additional needs.