



## TOUGH MUDDER INFINITY ALULA ON THE HUNT FOR GCC'S FITTEST GYM WITH FREE TRIP TO USA UP FOR GRABS

*The grand prize includes flights, accommodation and free entry to next year's World's Toughest Mudder in Florida*

*Enter the Team of 4 race at Tough Mudder's AlUla event in February, via a GCC gym, to be in with a chance of winning*

*Entrants in the Team of 4 race will also have the opportunity to compete for large cash prizes, including \$40,000 for the winners*

**Wednesday 19<sup>th</sup> December 2023 – AlUla (KSA):** Tough Mudder Infinity AlUla is looking for the GCC's Fittest Gym, and participants entering the Team of 4 race at February's event through their chosen gym, will be in with a chance of winning a once-in-a-lifetime trip to the USA for next year's World's Toughest Mudder competition.

Tough Mudder Infinity AlUla, the ultra-endurance obstacle course race, takes place on Saturday 24<sup>th</sup> February in Saudi Arabia, with competitors facing a huge test of their physical and mental capabilities over the course of a gruelling and intense eight-hour period.

The Team of 4 race allows competitors to share the workload with team-mates during what is an extremely tough challenge. The winning quartet, who will have entered via their GCC gym, will secure a trip to the USA for the next World's Toughest Mudder, which will be held in Florida on November 9<sup>th</sup>-10<sup>th</sup>, 2024, with flights, accommodation and free entry to the event all included in the prize.

Entrants will also have an opportunity to compete for significant cash prizes, with Team of 4 race winners picking up \$40,000, while runners-up will claim \$16,000 and third-place finishers will collect \$8,000.

The overall prize pot for Tough Mudder Infinity AlUla is \$480,000, which includes the largest single prize in the history of obstacle course racing.

The winners of both the male and female individual races will pick up \$80,000 each, while runners-up and third-place finishers will collect \$32,000 and \$16,000 respectively. Any athlete finishing in the top 10, meanwhile, will also receive a large cash prize.

Nic Cartwright, Head of Tough Mudder, Middle East, said "The fitness industry in the GCC continues to grow at a rapid pace and this initiative is all about fostering a sense of pride and unity among gym members across the region.

"There is surely no better way for fitness enthusiasts to showcase their abilities than by competing in an event which is guaranteed to present multiple challenges throughout the duration of the race.

“Collective success in the Team of 4 race is dependent on individuals working together for the overall benefit of the group, and with such a fantastic prize up for grabs, we look forward to seeing participants pull together in order to secure an amazing trip to the USA.”

To be eligible for the competition, participants must register through a valid GCC gym and enter code GYM25 (25 per cent off tickets) at checkout. Competitors are encouraged to sign up with fellow gym members. However, only the ticket-holder will be asked to submit a document after purchase to verify active GCC gym membership.

With direct flights to AlUla from destinations such as Dubai, Doha, Riyadh, Jeddah and Dammam, large numbers of participants from across the MENA region are expected to take part in the event, which also includes Individual, Team of 2, 5k and 10k races.

An ancient oasis city located in the northwest of Saudi Arabia, AlUla is home to several historical and archaeological sites, with its incredible setting providing the potential for a truly unique obstacle course racing experience.

There are various accommodation options available for those athletes competing, including camping, glamping and hotels, all of which include meals and transfers to and from airport and the race venue..

For more information, and to purchase tickets, visit: <https://toughmudderarabia.com/events/alula/>

*B-IT Fitness, the exclusive fitness partner for the AlUla event, are the first to enter their Team of 4 for the competition.*

**ENDS**

**Instagram:** @toughmudderarabia

**Facebook:** @toughmudderarabia

**For further information please contact:**

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Basma Khalifa

[basma.khalifa@dune23.me](mailto:basma.khalifa@dune23.me)

+971 50 409 4202

## **NOTES TO EDITORS**

### **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 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: [www.toughmudder.com](http://www.toughmudder.com).

**[About AlUla Moments:](#)**

AlUla Moments is AlUla's new home of events. The brand was launched at the end of 2021 and introduced four new festivals to celebrate and unlock AlUla's stories, uncover its secrets and celebrate local and international cultures. With 7000 years of civilizations and home to some of the most sophisticated ancient Kingdoms of antiquity, AlUla is no stranger to social gathering and cultural celebrations.

The four festivals introduced were Winter at Tantora, which returned to celebrate heritage, culture and music, in addition to the AlUla Skies, AlUla Arts and AlUla Wellness Festival.

The festivals offered a selection of experiences in art, culture, music, nature, wellness, equestrian, food and astronomy. All of which were celebrating the culture, history and legacy of AlUla and the civilisations that once called the land of AlUla their home.

In 2023, AlUla Moments presents a number of flagship festivals and marque events, including the return of Winter at Tantora, AlUla Wellness Festival, AlUla Arts Festival, AlUla Skies, AZIMUTH, unique sporting events, and many more.

For more information, please visit: [experiencealula.com/en/alula-moments](https://experiencealula.com/en/alula-moments)

### **About AlUla:**

Located 1,100 km from Riyadh, in North-West Saudi Arabia, AlUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km<sup>2</sup>, includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognised site in AlUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

Current research also suggests Hegra was the most southern outpost of the Roman Empire after the Roman's conquered the Nabataeans in 106 CE.

In addition to Hegra, AlUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikma, an open-air library of hundreds of inscriptions and writings in many different languages. Also, AlUla Old Town, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, and Hijaz Railway and Hegra Fort, key sites in the story and conquests of Lawrence of Arabia.

For more information, please visit: [www.experiencealula.com](https://www.experiencealula.com).