

**FOR IMMEDIATE RELEASE**

**RIGHT TO PLAY ANNOUNCES OFFICIAL CHARITY PARTNERSHIP WITH TOUGH MUDDER INC.'S FRUIT SHOOT MINI MUDDER, OBSTACLE COURSE FOR KIDS**

**NEW YORK, NEW YORK (SEPTEMBER 16, 2015)** – [Right To Play](#), a global organization that uses sport and play programs to educate and empower children facing adversity, is excited to announce its partnership for 2015 and 2016 with children's adventure challenge, [Fruit Shoot Mini Mudder](#), a new addition to the [Tough Mudder Inc.](#) family of brands.

Fruit Shoot Mini Mudder is a 1-mile obstacle course designed specifically for kids and encourages Right To Play and Tough Mudder's shared values of teamwork, courage and cooperation. Featured at all Tough Mudder and [Mudderella](#) events in the US, UK and Ireland and open to children between ages 7-12, Fruit Shoot Mini Mudder gives kids a chance to work as a team, get muddy and experience the thrill of adventure.

Robin Grossman, National Director for Right To Play USA said, "We are thrilled to announce our partnership with Fruit Shoot Mini Mudder. With courses that are designed to get children active while teaching them important lessons about teamwork and cooperation, Fruit Shoot Mini Mudder's events reinforce Right To Play's commitment to using sport and play to help children develop essential life skills."



As the official charity partner of Fruit Shoot Mini Mudder, Right To Play will have a presence at more than 50 events globally where participants can learn more about the charity and complete a muddy, obstacle course encouraging kids to work as a team. In an effort to help raise awareness and funds for Right To Play, Fruit Shoot Mini Mudder will provide children and parents with the opportunity to fundraise prior to and following events. In addition, Tough Mudder Inc. will make a donation to Right To Play in recognition of all 2015 Fruit Shoot Mini Mudder participants.

"Fruit Shoot Mini Mudder is committed to giving all children the opportunity to work as a team while having fun, being active and engaging in muddy play, so our partnership with Right To Play is a natural fit. Our partnership reinforces the transformative power of play, and we are excited to work together in raising funds and awareness for such an important cause," said Andy Newman, Senior Director of Charity Partnerships at Tough Mudder, Inc.

Jamie Vasquez, Vice President of Marketing for Britvic North America commented, "Robinsons Fruit Shoot is committed to promoting active lifestyles with a sense of adventure. We approached Tough Mudder with the idea of co-creating a unique event that would help inspire kids' adventurous sides, so we are extremely excited to welcome Right to Play as our partner, and beyond the Fruit Shoot Mini Mudder experience help them use the transformative power of play to help children facing adversity."





**About Right To Play:**

Founded in 2000 by four-time Olympic gold medalist Johann Olav Koss, Right To Play is a global organization that uses the transformative power of play to educate and empower more than one million children around the world. Specially trained Coaches engage the children through play, teaching them to protect themselves from disease, encouraging them to attend and stay in school and helping them learn to resolve conflict peacefully. The programs reinforce new behaviors that create sustainable change, complete with results in improved academic performance, increased participation and attendance in schools, reduced violence, heightened awareness and steps taken to prevent disease. Through playing sports and games, Right To Play helps over one million children learn to create better futures, while driving lasting social change in 18 countries each week. Right To Play programs are facilitated by more than 600 international staff and 14,400 local volunteer Coaches.

For the schedule of 2015 event dates and locations, visit [www.FruitShoot.com/MiniMudder](http://www.FruitShoot.com/MiniMudder). To join the conversation, follow Right To Play on Facebook at [Facebook.com/RightToPlayUSA](https://Facebook.com/RightToPlayUSA), Twitter [@RightToPlayUSA](https://twitter.com/RightToPlayUSA) and Instagram [@RightToPlayUSA](https://www.instagram.com/RightToPlayUSA).

**About Tough Mudder:**

Tough Mudder Inc. was founded in 2010 by Will Dean and Guy Livingstone. Considered “Probably the Toughest Event on the Planet,” each Tough Mudder endurance challenge tests participants’ strength, stamina, mental grit and teamwork. In 2015, Tough Mudder will host more than 50 events in the United States, Canada, United Kingdom, Ireland, Germany and Australia. For the schedule of event dates and locations, visit [www.ToughMudder.com](http://www.ToughMudder.com).

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