

Obstacle Course Racing is Receiving More Attention Than Ever Before

Anthony Amado July 15, 2015



Obstacle Course Racing

Major Networks like NBC and CNBC have been giving OCR large amounts of screen time. Like Tough Mudder, Warrior Dash, and BattleFrog

(Newswire.net -- July 15, 2015) --The most notable of which has been the Spartan Race, who has its major racing events televised on NBC Sports and has been featured in CNBC's new series *The New High: Extreme Sports*. It is only a matter of time until other races like Tough Mudder, Warrior Dash, and BattleFrog start catching more media attention.

The world of Obstacle Course Racing is poised itself for a huge take-off. These events are no longer another hobby for the weekend warrior. There are millions who take part in these events worldwide, with the number of participants growing by the thousands each year. Distinguishing themselves from the causal runner, OCR circuit has produced a new category of professional athletes in the world of sports. Race leaders include April OCR, the top Spartan Race athlete (currently tied with Rose Wetzel among the female division), who has rallied sponsorships from Beats by Dre and leader in sports hydration, ORAL IV.



And what are professional athletes without a championship to compete for? This year will be the second independent World Championship. The World Championship will take place on October 25 & 26 in Cincinnati, Ohio. Last year's purse was over \$60,000. Not counting purses for other championship races, OCR professionals could very well start turning their passion into a lucrative career.



It's a wonder how far Obstacle Course Racing's popularity will climb. Can it overtake marathons as a nationally recognized symbol of personal accomplishment? Will other races join Spartan overseas and bring the sport onto the world's stage? Whatever the case, the future of OCR is looking

brighter than ever.

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