

FOR IMMEDIATE RELEASE
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World Record Athlete Partners with New TV Show to Support ‘Our U.S. Heroes’

(Grand Rapids, Michigan) Ultra-Marathon Strength Athlete, Jim “The Shark” Dreyer, announced today that he will be launching a new series of world record athletic events in conjunction with appearing on the new TV show, Warrior Outdoors, scheduled to begin airing in the fall of 2016. Furthermore, beginning immediately, Dreyer declared that he will donate 50% of his speaking fees to the Warrior Outdoors mission of helping U.S. military veterans and homeland first responders afflicted with Post Traumatic Stress Disorder (PTSD), summarized as “Healing for Heroes.” Named a Superhuman, with his performance on the popular TV series “Stan Lee’s Superhumans,” and having set 19 world records, Dreyer has also been a mainstay on the speaker’s circuit.

The first athletic quest of the series will take place in 2017, and will have Dreyer attempting the world’s first triple crossing of the Catalina Channel. For symbolic reasons, and adding to the difficulty, Dreyer will also be swimming while wearing an 80-pound military back pack. Dreyer plans to swim between The Battleship IOWA Museum in Los Angeles Harbor and Santa Catalina Island, for a total of 73.2 miles.

“This swim, and series, is to honor and support our “true heroes” from which I myself draw inspiration,” Dreyer emphasized. “I’m speaking of the valiant men and women who serve in our military and as first responders, and are willing to offer the ultimate sacrifice for our freedom and public safety, against all enemies foreign and domestic, and against natural disasters.”

Warrior Outdoors’ primary endeavor is to eliminate the estimated 22 veterans suffering with PTSD who take their own lives daily, by getting veterans and also first responders involved in a wide variety of entertaining outdoor activities that foster camaraderie and gives them an outlet for their specialized training in the civilian world. These activities will be featured on Warrior Outdoors, a new TV show airing on the Pursuit Channel, which will be brought to 38 million U.S. households, and is proposed to have the capability to be streamed on any electronic device. Warrior Outdoors (the TV show) is hosted and produced by Randal Reeder (whose film credits include Deadpool, Sin City, 21 Jump Street, Oliver Stone’s “W.” etc.).

Dreyer figures that for approximately every 25th speaking engagement, \$125,000 - \$215,000 will be generated for Warrior Outdoors. After the appropriate number of speaking engagements are booked, Dreyer will schedule the next world record quest of the series.

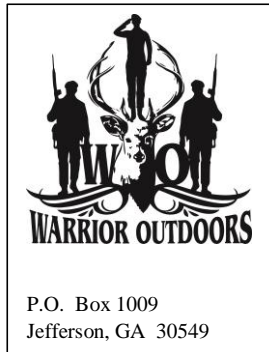
Organizations hosting Dreyer as a speaker will be recognized for their patriotism as a sponsor of Dreyer’s next televised world record event, supporting veterans and first responders. Dreyer, making show appearances in addition to the filming of his adventures, will be a regular feature on the Warrior Outdoors TV show, and versions of his events will be organized for the participation of veterans and first responders. “It’s the ultimate ‘win-win-win’ for the hosting organization, when it comes to cause marketing, sports marketing, motivating their employees to maximum achievement, and overall exposure” Dreyer said.

“Every event in this series will be a world record, because it’s never been done before. I want to make it clear however, that my records will not break the records of other swimmers who wore the required uniform of a sanctioning body. There is no sanctioning body for swimmers wearing full military gear, including an 80-pound

backpack,” Dreyer explained. “Wearing that backpack during my events, on land and sea, will be my new trademark.”

To learn more about more about Jim “The Shark” Dreyer and Warrior Outdoors, please go online to www.JimTheSharkDreyer.com for a full media kit, including videos.

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