



RICH ROLL

PRESS KIT





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RICH'S BIO

Awarded the title as one of 2009's "**25 Fittest Men in the World**" by MEN'S FITNESS MAGAZINE, Rich is one of the world's most popular world-class ultra-endurance triathletes, a widely regarded plant-based nutrition & wellness advocate, writer, public speaker, podcast host, husband and father of 4.

After a struggle with alcoholism and 20 year respite from competitive sports since his days as a swimmer at Stanford University in the 1980's, in 2008 Rich adopted a plant-based diet, shed 50 pounds and launched a middle-aged assault on the Ultraman World Championships, one of the most daunting endurance races on in the world.

Ultraman is an invitation-only 3-day double ironman odyssey circumnavigating the Big Island of Hawaii. Day 1 is a 6.2 mile swim followed by a 90 mile bike. Day 2 is a 170 mile bike. The event culminates with a 52.4 mile Day 3 run on the searing Kona lava fields.

In 2009, at age 43 Rich clocked the fastest swim split by 10 minutes (6th fastest of all time) and held his lead throughout the 90 mile bike to win Day 1 outright, topping

the international pro field by 10 minutes. A jarring bike crash in the early part of Day 2 caused Rich to relinquish his lead and left him with an injured knee & immobile left shoulder. Nonetheless Rich completed the day and went on to run a 7:51 double-marathon on Day 3 to finish as the fastest American and 6th place overall. His performance captured the attention of the world as an everyman hero and testament to the power of plant-based nutrition.

In May 2010, Rich and fellow ultra-athlete Jason Lester succeeded in their **EPIC5** quest - an unprecedented feat of astounding endurance that encompassed completing 5 ironman distance triathlons on 5 separate islands of Hawaii in under 7 days. They are the first individuals to attempt, let alone achieve such a task.

Rich recounts his story in his inspirational memoir **FINDING ULTRA** (Crown / Random House). Hitting a zeitgeist nerve, the book rocketed to the top of the charts as an instant #1 bestseller. With over 320 5-star reviews on Amazon and foreign language versions published across the globe, the book continues to hold a variety of top slots in various Amazon categories more than two years since its initial release.



BIO CONT.

In late 2012, Rich launched the wildly popular **RICH ROLL PODCAST**. Nominated for a 2013 Stichter Award for Best Health & Lifestyle Podcast, this weekly long-form conversation with inspirational thought leaders in health, fitness & entrepreneurship boasts over 3 million downloads, 670+ 5-star iTunes reviews and routinely finds itself in the top 10 health / fitness podcasts on iTunes.

In April 2015, Rich and his vegan chef wife Julie will release their first cookbook, **THE PLANTPOWER WAY** (Avery / Penguin), a transformative lifestyle guide on the power of plant-based eating featuring a foreword by CNN's **Sanjay Gupta, M.D.** and 120 delicious and easy to prepare whole recipes, it's a plant-centric lifestyle primer that finally provides the modern family with a highly accessible roadmap to long-term wellness and vibrant body, mind, and spirit health.

A highly-sought after public speaker, Rich has delivered his wildly inspirational keynote address to dozens of large corporate conference audiences across the globe, including YPO chapters in

Karachi, Bahrain, Beirut, Riyadh, Jeddah, Casablanca and Costa Rica; Bloomberg in New York; and Zappos in Las Vegas.

An active blogger, social networker & regular contributor to a variety of publications both print and online, Rich has been featured on CNN and profiled in a wide variety of print and online publications, including Outside, Los Angeles Times Sunday Magazine, Men's Health Living, VegNews, Huffington Post, Triathlete, 3/GO and Men's Fitness and was honored at the COP16 United Nations Conference on Climate Change & Sustainability in Cancun, Mexico as a "Green Hero" and progressive example of healthy living.

With a vast global following larger than most professional athletes, Rich's "everyman" inspirational story of overcoming mid-life malaise to his current status as one of the most admired ultra athletes as well as one of the most widely recognized & successful vegan athletes has inspired thousands of people the world over.



THE PLANTPOWER WAY

“This is not your typical recipe book. It is a book about hope, and the universally shared belief that any one of us can be better . . . You will not find better guides in that quest.”

FOREWORD BY DR. SANJAY GUPTA

Currently available for pre-order, The Plantpower Way shares the joy and vibrant health they and their whole family have experienced living a plant-based lifestyle. Bursting with inspiration, practical guidance, and beautiful four-color photography, The Plantpower Way has more than 120 delicious, easy-to-prepare whole food recipes, including hearty breakfasts, lunches, and dinners, plus healthful and delicious smoothies and juices, and decadent desserts.



But beyond the plate, at its core, The Plantpower Way is a plant-centric lifestyle primer that finally provides the modern family with a highly accessible roadmap to long-term wellness and vibrant body, mind, and spirit health. The Plantpower Way is better than a diet: It's a celebration of a delicious, simple, and sustainable lifestyle that will give families across the country a new perspective and path to living their best life.



*“The world’s longest-lived people overwhelmingly eat plant-based diets. Their secret: making plant foods delicious. **The Plantpower Way** embodies that secret...”*

— DAN BUETTNER

Founder & CEO of Blue Zones
New York Times bestselling author of
the **Blue Zones Solution**

“Rich and Julie know that total and sustainable health is the key to unlocking the greatest potential in all of us... In this life-changing book, they offer powerful tools to ignite your body and mind.”

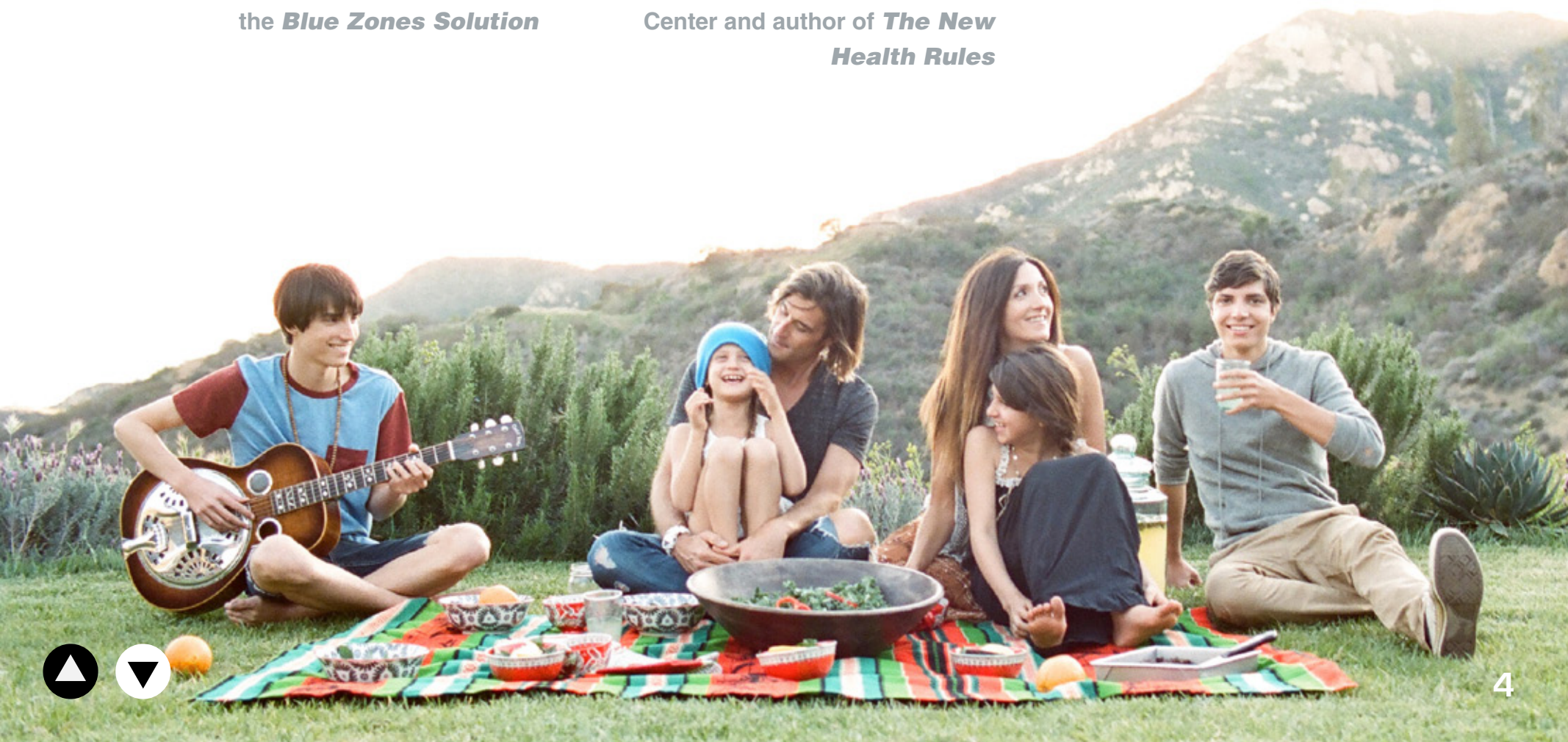
— FRANK LIPMAN

Founder of Eleven-Eleven Wellness
Center and author of **The New Health Rules**

*“The most effective way to get healthy is to get healthy together as a family and **The Plantpower Way** proves just that.”*

— MARK HYMAN

Author of **The Blood Sugar Solution**



THE MEMOIR

385+ ★★★★★ REVIEWS
ON AMAZON

FINDING ULTRA is Rich Roll's incredible—but-true account of achieving one of the most awe-inspiring mid-life physical transformations ever.

One cool evening, the night before he was to turn 40 years old, Rich experienced a chilling glimpse of his future. Nearly 50 pounds overweight at the time and unable to climb the stairs without stopping, he could see where his current sedentary lifestyle was taking him.

Most of us, when granted such a moment of clarity, look the other way – it seems too hard to change, to break the rhythm of our steps, to fight inertia. Something told Rich, though, that fate wouldn't grant him another chance to become the person he wanted to be. So he committed himself totally to making a change.

Plunging into a new way of eating that made processed foods off-limits and that prioritized plant nutrition, and vowing to train daily, Rich morphed – in a matter of mere months – from out-of-shape mid-lifer to endurance machine. When one morning 90 days into his physical overhaul, Rich left the house to embark on a light jog and found himself running a near marathon, he knew he had to scale up his goals.

How many of us take up a sport at age 40 and compete for the title of the world's best within two years? **FINDING ULTRA** recounts



Rich's remarkable journey to the starting line of the elite Ultraman competition, which pits the world's fittest humans in a 320-mile ordeal of swimming, biking and running. And following that test, Rich conquered an even greater one: the Epic5 – five Ironman-distance triathlons, each on a different Hawaiian island, all completed in less than a week.

But **FINDING ULTRA** is much more than an edge-of-the-seat look at a series of jawdropping athletic feats -- and much more than a practical training manual for those who would attempt a similar transformation. Yes, Rich's account rivets -- and yes, it instructs, providing information that will be invaluable to anyone who wants to change their physique. But this book is most notable as a powerful testament to human resiliency, for, as we learn early on, Rich's childhood posed numerous physical and social challenges, and his early adulthood featured a fierce battle with alcoholism.

Ultimately, **FINDING ULTRA** is a beautifully written portrait of what willpower can accomplish. It challenges all of us to rethink what we're capable of, and urges us, implicitly and explicitly, to "go for it."



STUPENDOUS PRAISE FOR FINDING ULTRA

“Finding Ultra is about a journey we all take as human beings, when we decide to pursue the impossible and live a life of mission. **When I need to dig deeper, push harder, and find a little boost, Rich Roll is the guy who comes to mind. He is inspiration embodied.**”

—**Sanjay Gupta, M.D.**, Emmy Award-winning Chief Medical Correspondent for CNN and New York Times bestselling author of *Chasing Life* and *Cheating Death*

“**Rich Roll’s Finding Ultra is a testament to the power of the human spirit to overcome any obstacle, break down walls, and redefine what’s possible.**”

—**John Brenkus**, Creator and Host of ESPN’s “Sport Science” and New York Times bestselling author of *The Perfection Point*

“Roll has accomplished amazing things, but it is his ability to draw inspiring and uniquely insightful lessons from his experiences that sets him apart from other extreme athletes. **Finding Ultra is a fascinating read full of practical tips.**”

—**Dean Karnazes**, nationally bestselling author of *Ultramarathon Man*

“**You walk away from reading this book knowing you have the total power to transform your life on every level...**Roll is immensely likeable, a most compelling storyteller, and a true shaman of health and fitness!”

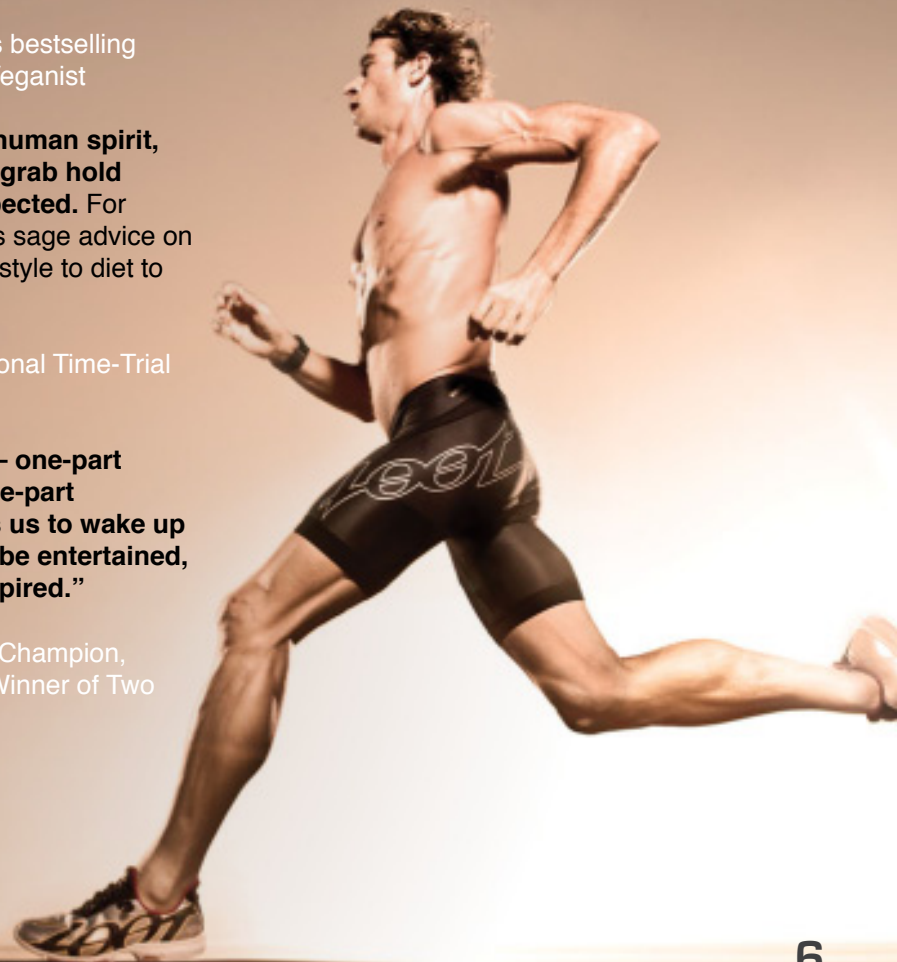
—**Kathy Freston**, New York Times bestselling author of *Quantum Wellness* and *Veganist*

“**A tribute to the fortitude of the human spirit, and the power each of us has to grab hold of our life and achieve the unexpected.** For anyone who feels stuck, Rich offers sage advice on everything from relationships to lifestyle to diet to spiritual wellbeing.”

—**Dave Zabriskie**, Five-Time National Time-Trial Champion in cycling

“**This awesome piece of writing – one-part memoir, one-part how-to, and one-part megadose of gut truth – reminds us to wake up and live our best life. Prepare to be entertained, but most of all, prepare to be inspired.**”

—**Mel Stewart**, 14-Time National Champion, former World Record Holder, and Winner of Two Olympic Gold Medals in swimming



SOCIAL MEDIA LINKS



79



Richroll.com - 80K visits/month



25.7K Newsletter Subscriptions



43.9K Likes



35.3K Followers



10K Subscribers



FindingUltra.com



19.6K Followers





RICHROLL

PODCAST



PODCASTONE



***OVER
5 MILLION
DOWNLOADS***

***2013 STITCHER
AWARD NOMINEE
FOR BEST HEALTH
& LIFESTYLE
PODCAST***

***TOP 10
IN HEALTH
PODCASTS
ON ITUNES***





PODCAST LISTENER REVIEWS

880+ 5 Star Reviews

Keeps
Me On Track



“Five stars isn’t enough for this podcast. From his story to his voice to his exceptionally inspirational guests to his acceptance of paths different from his own, **Rich Roll** is one of the few Voices in podcastdom worth spending a couple hours at a time with.”

Entertaining, Inspiring & Motivating



“I’ve been listening to RRP for a few months now... from the podcast I found his book, *Finding Ultra*. I love Rich’s take on things in general and his style of ‘interviewing’ guests is more like listening to friends having a chat. There is always a takeaway - whether you eat a plant-based diet or not (I’m not a vegan). **This podcast is for everyone. Listen! You won’t be disappointed!**”

The Best Conversation in Health & Fitness ★★★★★

“Rich Roll consistently brings a broad and interesting array of inspiring, motivating and truth-telling conversations with the brightest minds in health and fitness. Rich is an excellent interviewer and conversationalist who engages his guests in honest and thoughtful dialogue that leave me impacted and hungry for more. As far as I am concerned, this is the best podcast out there.”

Best in Fitness!!! ★★★★★

After listening to several other fitness podcasts over the past two months, **HANDS DOWN Rich Roll is the best.** He presents multiple perspectives, explores contrary philosophies, and is the real deal when it comes to endurance racing. Always motivating and inspiring!!!



SPEAKING APPEARANCES

Some motivate. Others educate. But it's the rare individual who can marry inspiration with experience and knowledge and turn it into positive action. Action that catalyzes sustainable, life-altering change.

A #1 best-selling author, world renown ultra-endurance athlete, popular podcast host and wellness pioneer, Rich Roll is also a highly sought-after presenter with a powerful yet grounded, highly authentic style, profound command over a room and the unique ability to not only educate and inspire, but catalyze self-actualization – leaving audiences with the tools and strategies to unlock and unleash their best, most authentic selves.

His inspirational memoir of plant-fueled athletic prowess, *FINDING ULTRA: Rejecting Middle Age, Becoming One Of The World's Fittest Men And Discovering Myself* has permanently changed the lives of countless thousands and continues to top bestseller charts more than two years since its release. His weekly Rich Roll Podcast has amassed over 4 million downloads, consistently ranks in iTunes

“Top 10” lists and was nominated for a 2013 Stitcher Award for Best Health Podcast. Rich has been featured on CNN, HLN and the pages of Outside, Men's Health, Men's Fitness, Triathlete, VegNews, Yoga Journal, The Los Angeles Times and thousands of online media outlets.



SPONSOR VALUE

In the wake of his *Ultraman* & *EPIC5* feats, being named one of the “*25 Fittest Men in the World*” by Men’s Fitness Magazine, the release of his #1 bestselling memoir and the massive global popularity of his weekly podcast, Rich’s public profile has exploded, firmly placing him on the map not only as a world-class athlete, but as an “everyman” triumph, wellness thought leader and middle-aged inspirational figurehead balancing career and family while simultaneously achieving athletic greatness.

Fueled on plants alone, Rich has become the new public face of what it means to be vegan - or “PlantPowered” as he likes to call it - completely defying traditional notions of diet for top shelf athletic performance - a rockstar with an Ivy League pedigree in the rapidly growing world of long-term wellness advocacy.

Rich’s inspirational story has struck a zeitgeist nerve, resulting in skyrocketing awareness -- a global popularity that continues to escalate with the ongoing and growing success of his bestselling memoir *FINDING ULTRA* and his *RICH ROLL PODCAST*. Certain to be an overnight bestseller, the global release of *THE PLANTPOWER WAY* in April 2015 will expand Rich’s reach and influence exponentially.

With over 4 million podcast downloads, 75,000+ books sold, 80,000+ unique monthly website visitors, 33,000+ Twitter followers, ongoing international press coverage and corporate speaking engagement requests on the rise, there is no ceiling on Rich’s ability to reach, touch and significantly influence people the world over.

More importantly, Rich’s reach extends far beyond the endurance & multi-sport communities as a true inspirational figure. In short, Rich stands alone in his influence over not just athletes but all people from all walks of life as an inspiring and powerful example of authentic, transformational and healthy living.





From a sponsor's perspective,

Rich is thus uniquely situated among inspirational figures and athletes to provide like-minded corporate partners with cost-effective and far-reaching marketing opportunities certain to ensure an extensive ROI. Because his profound influence is not merely limited to multisport but rather to a growing global audience comprised of people interested in all aspects of holistic health, diet and lifestyle improvement, Rich presents a highly intelligent (Stanford / Cornell Law School), attractive, articulate, relatable, compelling and true value add for companies seeking to expand their marketing campaigns to not just the athlete demographic but to the highly lucrative and rapidly expanding “**LOHAS**” (Lifestyles of Health & Sustainability), long-term wellness, nutrition and green living sectors.

Rich's focus in 2015 is keenly placed on maximizing the exposure of **THE PLANTPOWER WAY** and **THE RICH ROLL PODCAST** towards the managed growth of Rich's personal brand. Towards this end, Rich has engaged a professional team to aid in the intelligent expansion of his reach. With the formation this year of **Rich Roll Enterprises LLC**, Rich brought on board **CEO Greg Anzalone** — a highly successful veteran businessman adept in brand creation, exploitation and management at the \$100M annual revenue level — top notch web developers, filmmakers, photographers, publicity experts and support staff to assist in the development, management and exploitation of opportunities across all forms of traditional and new media, including but not limited to sponsor relationships and outreach, the release of future book publications, online video educational courses, corporate and educational institution speaking engagements, national television and radio bookings, newspaper, magazine and heavily trafficked blog exposure and the development of network, new media & documentary original content. Not to mention appearances at the most popular wellness conferences and many of the nation's most prestigious athletic events.



For all of the foregoing reasons,

Rich presents a unique and bankable high value-add opportunity for like-minded corporate entities seeking to cost-effectively expand their marketing reach across the LOHAS / wellness / athletic market demographics.

Depending upon the extent of sponsorship dollars, Rich is offering the following brand exposure opportunities:

Podcast Sponsorship

Single or multiple level sponsor underwriting of Rich's internationally renown weekly long-form interview show, offering sponsors a unique highly targeted opportunity to reach a devoted and loyal LOHAS-minded audience of 50,000 and growing each week with live-read sponsor specific marketing and analytics specifically tailored for direct long-term impact and loyal consumer call-to-action effect.

Sponsorship Duties

Availability for advertising, appearances & motivational speaking engagements at corporate headquarters, in-store retail and/or corporate sponsored events and activities. specifically tailored to sponsor's specific in-house wellness and marketing goals and needs.

Press Coverage

Vast domestic & international mainstream press coverage in all forms of media, including brand promotion through Rich's various social media sites and extensive blogosphere coverage.

Logo Placement

Sponsor logo placement on all training, racing and casual (appearance) gear.

Banner Ads

Logo placement & "click through" banner ads on Rich's highly trafficked website

Viral Marketing

Extensive viral marketing via a variety of social media, bloggers, event GPS tracking, videos & more;

Documentary

Extensive exposure via documentary footage (in development);

Miscellaneous

Additional duties such as commercial appearances, TBD in cooperative partnership with sponsor / corporate partner(s)



PRESS LINKS

GREATIST - The 100 Most Influential People in Health and Fitness

CNN - Rich Roll's Experiment in Fitness

CNN - From Miserable to Ultraman

CNN - The Jane Velez Mitchell Show

MEN'S FITNESS MAGAZINE - The MF 25

ESPN - The Self Remade Man

OUTSIDE - The Plant-Based Ultraman

GOOD LIFE PROJECT - How One Man Kicked Addiction, Dropped 50 Pounds and Became Ultra Fit

PETA - Superman is Vegan

PETA - Ultraman Rich Roll (Video)

FINDING ULTRA - Official Book Trailer Video

"DECIDE" - Spec Commercial

VEGNEWS MAGAZINE - Ultraman Rich Roll

STANFORD MAGAZINE - Strong For Vegetables

THE BHARANI EFFECT - Rich Roll

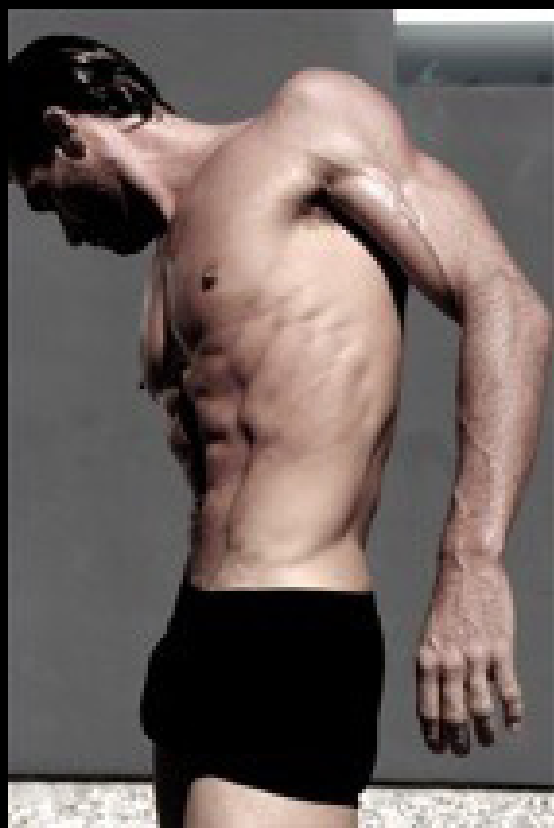
DITLO - A Day In The Life of Rich Roll

SWEAT EQUITY - Rollin' Right Along, Rich Roll: From Overhaul to Ultraman

HUFFINGTON POST - The 19 Best Health and Fitness Podcasts of All Time (So Far)



PHOTO GALLERY



JUNE/JULY 09 **MF**

COVER STORY

FEATURES

- 87** **5K (R) The Fittest Guys in the World**
For the first time, our annual list goes international to find the fittest guys from around the globe.
- 78** **8 Sleepack Secrets**
Our six best tips to help you build a summer six-pack.
- 90** **Tucking Time Bombs**
Heart disease is back on the rise—in the population least likely to expect it, young men.
- 94** **Dig It**
Triathlete's top players (and best food!) came up the season's hottest mountain.
- 96** **"I Feel Like Superman"**
High-altitude training used to be for distance runners and cyclists, but not anymore.

COVER STORY

COVER STORY

Yoga · Fitness · Lifestyle

Sweat Equity

THINGS WE LOVE

COOL HUNTERS ALERT

SNOW SALUTES ON THE ROAD TO SOCHI WITH YOGA

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INSPIRING CHANGE

NO SWEAT NO CANDY
Fit Destination

+
why more men are doing yoga

Rich Roll

REJECTING MIDDLE AGE AND FINDING ULTRA

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WWW.SWEATEQUITYMAGAZINE.COM

3/GO TRIATHLON

Is Rich Roll the Ultimate Athlete?
Scott Tinley Talks to Jimmy Riccitello.
Running From Canada to Mexico.

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THE REAL GUY **RICHARD ROLL**

THE FLY GUY **SIM RICHARD BRANSON**

200

THE SKATER **BOB BURRQUIST**









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