



# RICHROLL

PRESS KIT



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# BIO

**MEN'S FITNESS** - "25 Fittest Men In The World"

**TOP AMERICAN** - 2009 Ultraman World Championships

**1ST TO COMPLETE EPICS** - 5 Ironmans on 5 Hawaiian Islands in Under a Week

**TWO-TIME #1 BESTSELLING AUTHOR**

**TOP AMERICAN TEAM** - 2017 Ötillö Swimrun World Championship

**ITUNES** - Top 100 podcast host

**IN DEMAND PUBLIC SPEAKER**



**Awarded the title as one of 2009's "25 Fittest Men in the World" by Men's Fitness**, Rich is one of the worlds most popular world-class ultra-endurance athletes, a widely regarded plant-based nutrition & wellness advocate, #1 bestselling author, in demand public speaker, iTunes top 100 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, an invitation-only, 3-day double-ironman circumnavigation on Hawaii's Big Island, widely considered to be one of the most daunting endurance challenges 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 doublemarathon 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: Rejecting Middle Age, Becoming one of the World's Fittest Men, and Discovering Myself*** (Crown / Random House). Hitting a zeitgeist nerve, the book rocketed to the top of the charts as an instant #1 bestseller. With over 600 5-star reviews on Amazon and foreign language versions published across the globe, the book continues to be a best seller five years since its release.

**In late 2012, Rich launched the wildly popular *Rich Roll Podcast*.** Nominated for a 2013 Stitcher Award for Best Health & Lifestyle Podcast, this weekly long-form conversation with inspirational thought leaders in health, fitness & entrepreneurship boasts over 40 million downloads, 3900 5-star iTunes reviews and routinely finds itself in the top 100 of all podcasts on iTunes.

**In April 2015, Rich and his vegan chef wife Julie Piatt released 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. An instant bestseller, it's a plant-centric lifestyle primer that finally provides the modern family with an accessible roadmap to long-term wellness and vibrant body, mind and spirit health.

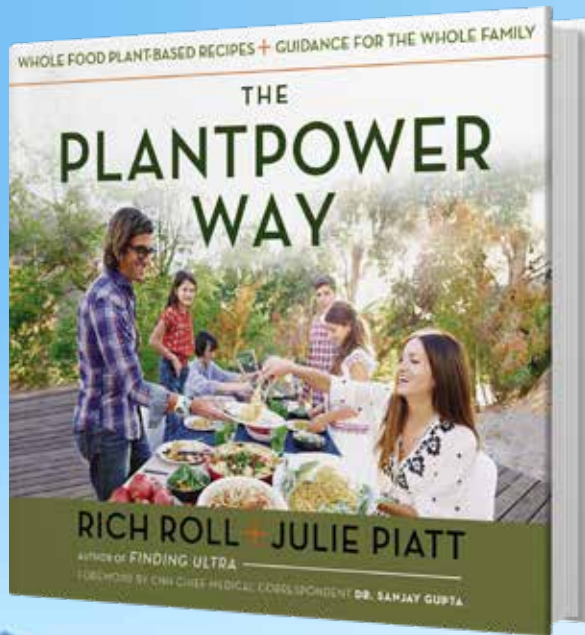
**In August of 2017 at age 50, Rich teamed up with his friend and endurance coach Chris Hauth (former professional triathlete and two-time Olympic Swimmer) to race the Ötillö Swimrun World Championship.** The pair joined 300 athletes from 24 countries for this extreme endurance challenge which involved traversing 26 islands spread across the Stockholm Archipelago in Sweden. Altogether, the event is comprised of 40 miles of cross-country running and 6 miles of frigid ocean swimming. They finished as the top American team, in just under 11 hours.

**A highly-sought after public speaker,** Rich has delivered his wildly inspirational keynote addresses to dozens of large corporate conference audiences, including Goldman Sachs, Bloomberg, Genentech, Allianz, Zappos and Deloitte. In addition, he has spoken at YPO chapters in Karachi, Bahrain, Beirut, Riyadh, Jeddah, Casablanca and Costa Rica.

**Dubbed by the New York Times as “an influencer’s influencer”,** Rich is a regular contributor to a variety of publications both print and online, Rich has been featured on CNN and several documentaries, including **What The Health** and **Food Choices**. In addition, he has been profiled in a wide variety of print and online publications, including **The New York Times, Wall Street Journal, Outside, Men's Fitness, Men's Journal, Los Angeles Times Sunday Magazine, Men's Health Living, VegNews, Huffington Post, and Triathlete** 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 and highly engaged global following,** Rich's “everyman” inspirational story of overcoming alcoholism and mid-life malaise to his current status as wellness thought leader and admired vegan athlete has inspired millions 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**

**The Plantpower Way shares the joy and vibrant health Rich, Julie and their family have experienced living a plant-based lifestyle.** Bursting with inspiration, practical guidance, and beautiful four-color photography, it boasts 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, MD**

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, MD**

Author of *The Blood Sugar Solution*  
Multiple New York Times bestselling author



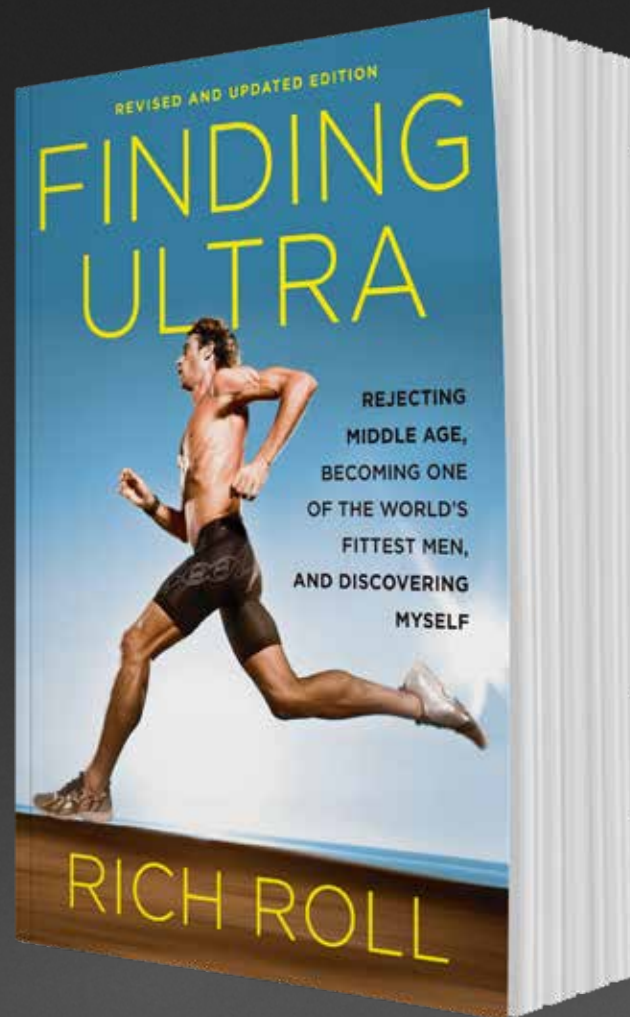
# FINDING ULTRA

Over 600 ★★★★★ Reviews on Amazon

***Finding Ultra* is an incredible but true account of achieving one of the most awe-inspiring midlife physical transformations ever.**

**On the night before he was to turn forty, Rich Roll experienced a chilling glimpse of his future.** Nearly fifty pounds overweight and unable to climb the stairs without stopping, he could see where his current sedentary life was taking him—and he woke up.

Plunging into a new routine that prioritized a plant-based lifestyle and daily training, Rich morphed—in a matter of mere months—from out of shape, mid-life couch potato to endurance machine. *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.

In the years since *Finding Ultra* was published, Rich has become one of the world's most recognized advocates of plant-based living. In this newly revised and updated edition, he shares the practices, tools, and techniques he uses for optimal performance, longevity, and wellness, including diet and nutrition protocols. Rich reflects on the steps he took to shift his mindset and leverage deep reservoirs of untapped potential to achieve success beyond his wildest imagination, urging each of us to embark on our own journey of self-discovery.



# PRAISE FOR THE MEMOIR

*“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, MD**

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” & 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*



# SOCIAL



**RICHROLL.COM - 2.5 MIL VISITS/MONTH**



**55K+ NEWSLETTER SUBSCRIPTIONS**



**116K+ LIKES**



**71K+ FOLLOWERS**



**89K+ SUBSCRIBERS**



**177K+ FOLLOWERS**





# THE **RICH ROLL** PODCAST

**OVER 40 MILLION DOWNLOADS**

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

**TOP 100 PODCAST ON ITUNES**

**TOP 10 IN HEALTH PODCASTS ON ITUNES**

**Each week Rich delves deep into all things wellness** with some of the brightest and most forward thinking, paradigm busting minds in health, fitness, nutrition, art, entertainment, entrepreneurship & spirituality.

From Olympic champions to meditation gurus. From movie stars to medical researchers and mountaineers. From start up founders to Special Forces, Rich has it covered.

Intimate and intense, these are not interviews. They are long-form conversations. A weekly aural dance designed to provoke, educate, inspire and empower you to discover, uncover, unlock and unleash your best, most authentic self.

Past guests include **Arianna Huffington, Kerri Walsh Jennings, Russell Simmons, Travis Barker, Steve Case, Steve-O, Biz Stone, Casey Wasserman, Conrad Anker, Rob Bell** and many more.



# LISTENER REVIEWS

Over 3,900 ★★★★★ Reviews

**“Life Changing. Very well done.**

*In a sea of mindless podcasts, Rich Roll has single-handedly revived the art of the long conversation. A true renaissance man, Rich covers every subject imaginable: mindfulness, veganism, endurance sports, weight loss, etc. His sincere style is very enduring and will open the eyes of even the most jaded listener.”*

**“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.”*

**“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!!!”*

**“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.”*



**ANY SPECIAL TIP FOR THE GQ READERS AS THEY COME IN BEACH SHAPE?**

**ZAC EFRON:** Absolutely. The [podcast of Rich Roll](#). He is a fascinating guy and I’ve learned so much about health, training and nutrition from him. I owe him a lot. Grab the podcast! He was a great help for me to get into shape.

# THE PLANTPOWER MEAL PLANNER

**The Plantpower Meal Planner is Rich's powerful, comprehensive online platform** specifically designed to best answer that question — *so what should I eat?* — with personalized nutritional recommendations & easy-to-prepare recipes that perfectly match your customized objectives and personal preferences.

**Thousands of people across the world have changed their daily nutrition habits via the service, which boasts:**

*1000s of custom recipes personalized to fit goals, food preferences, time constraints, available kitchen equipment, allergies and more*

*On demand, expert customer service 7 days a week*

*Home grocery delivery via Instacart in over 22 metropolitan areas across the US*

*Unlimited, time-saving meal plans and grocery lists*

*Cooking videos*

*Nutritional analysis on every meal*

*Exclusive tips and recipes you can't find anywhere else*



# SPEAKING

## KEYNOTE SPEAKER

*World Domination Summit*

*Goldman Sachs*

*Bloomberg*

*Deloitte*

*Allianz*

*Genentech*

*Zappos*

*YPO Middle East*

**75% OF ALL US HEALTHCARE COSTS  
ATTRIBUTABLE TO THESE 4 ILLNESSES**  
**80%-90% PREVENTABLE OR REVERSIBLE**



**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 five years since its release. His weekly Rich Roll Podcast has amassed over 30 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.

# OUR PLANTPOWER WORLD

## **Twice a year, Rich and Julie take a select group of 40**

to exquisite, remote locations in Tuscany and Ireland (with more locations TBA) for an intensive and totally unique week of total life transformation designed to help attendees unlock and unleash their best, most authentic selves.

## **Over the course of the seven day retreat, Rich, Julie and special guests lead the group through intensive workshops**

on nutrition, fitness, relationships, mindfulness, Ayurveda and creativity. Activities include trail running, traditional Chinese tea ceremony, meditation, cooking, acupuncture, cupping and more, complete with a plant-based menu prepared by Rich and Julie customized to the specific region.

*“In addition to the massive value of the retreat, the key benefit has been the aftermath. In this period my wife and I have deeply experienced the love and support of Julie & Rich, as well as the Jai tribe community, which has led to several get-togethers and several creative outlets - including setting up a podcast and a venture into wellness events. When we signed up for the retreat we had no idea how much benefit it would bring.”*

**— ANDREW**

*“My son Reece was the youngest and I was the oldest in the group. It was an unforgettable experience which made me completely rethink many aspects of my lifestyle. A very loving, nurturing, and enlightening week in a magnificent setting. Rich and Julie are genuine, compassionate, generous, and very wise.”*

**— HELEN**





# RICH IS THE NEW GREEN

**A wellness rockstar with an Ivy league pedigree,** Rich is a rising global influencer with a powerful message – we are all sitting atop mountains of untapped potential. Together, we can unlock that promise and unleash our best most authentic selves. Because the world desperately needs more of who we really are.

**In the wake of his athletic feats, bestselling books, chart-topping podcast and command of the stage,** Rich has firmly established himself as a highly influential global thought leader on a wide-range of subjects, including plant-based nutrition, sustainable living, global climate change, athletic prowess and animal rights.





**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 rising superstar in the exploding 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 over 40 million podcast downloads, 300,000+ books sold, 2.5 million+ unique monthly website visitors, 177,000+ Instagram 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.

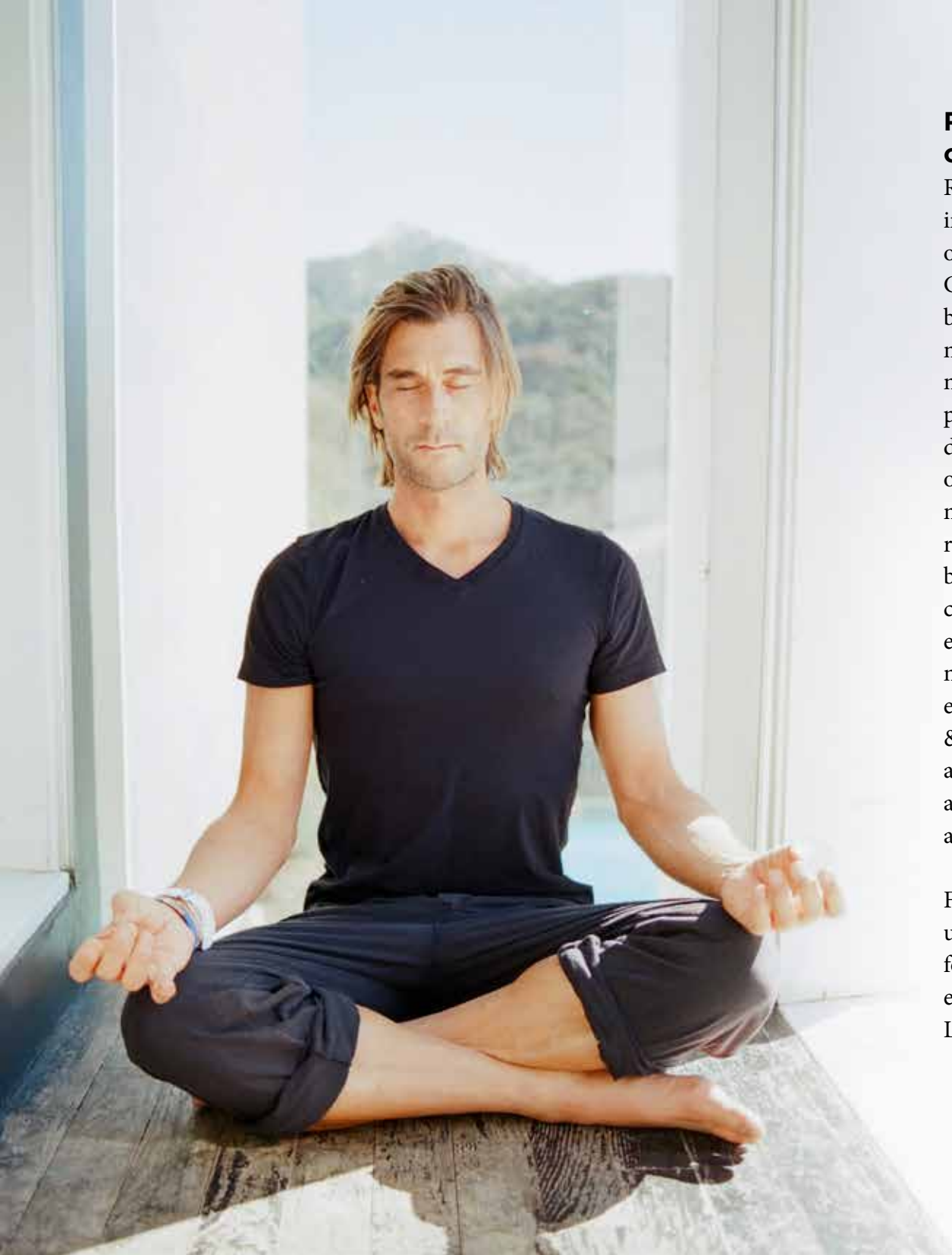
**More importantly, Rich’s reach extends far beyond the endurance & multi-sport communities as a true inspirational figure.** In short, Rich stands alone in his influence over not just athletes but all people from all walks of life as an inspiring and powerful example of authentic, transformational and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

Because Rich’s profound influence extends to a rapidly growing global audience that comprises a wide demographic of people interested in all aspects of holistic health, diet and lifestyle improvement, he is uniquely situated among inspirational figures as a highly intelligent (Stanford / Cornell Law School), attractive, articulate, relatable, compelling and authentic value add to:

*Television networks seeking programming;*

*News outlets seeking experts; and*

*Like-minded corporate partners seeking marketing opportunities*



**Rich's focus in 2018 is keenly placed on growing his influence.** Towards this end, Rich has engaged a professional team to aid in the intelligent expansion of his reach. With the formation 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 85,000 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

**FORBES** - How Healthy Eating Habits Fueled His Career

**THE NEW YORK TIMES** - A Brutal Competition, Island to Island, in Sweden

**THE NEW YORK TIMES** - Vegans Go Glam

**THE WALL STREET JOURNAL** - Haute Home Schools Designed to Give Kids a Bespoke Education

**CNN** - Rich Roll's Experiment in Fitness

**CNN** - From Miserable to Ultraman

**CNN** - The Jane Velez Mitchell Show

**ESPN** - The Self Remade Man

**OUTSIDE** - The Plant-Based Ultraman

**GREATIST** - The 100 Most Influential People in Health and Fitness

**MIND BODY GREEN** - Wellness Warriors To Watch - 2016 List

**EXPERIENCE LIFE** - Get Real

**THE HUFFINGTON POST** - This Is What A Vegan Ultra-Athlete Eats In A Day

**MEN'S FITNESS MAGAZINE** - The MF 25

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

**PETA** - Superman is Vegan

**PETA** - Ultraman Rich Roll (Video)

**VEGNEWS MAGAZINE** - Ultraman Rich Roll

**STANFORD MAGAZINE** - Strong For Vegetables

**THE BHARANI EFFECT** - 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)

The New York Times

ESPN

CNN

npr

Los Angeles Times

Men's Health

triathlete

THE WALL STREET JOURNAL

MEN'S FITNESS

Outside  
LIVE BRAVELY

Forbes

VegNews

MEN'S JOURNAL

THE NO-GIMMICKS, NO-HYPE HEALTH AND FITNESS MAGAZINE

# EXPERIENCE LIFE

Being Healthy Is a Revolutionary Act April 2006 / \$5.95

The Art and Science of **Fitness Motivation** p. 50

EVERYDAY **DETOX**  
Simple Foods to Boost Your Health p. 40

**Get Real**  
Rich Roll, plant-powered ultra-runner, on what it takes to live a healthy, whole life. p. 10

What Your Body Is Trying to Tell You  
Our Symptom-Decoding Guide p. 34

Super-Clean Skincare  
**8** All-Natural Home Recipes p. 18

LIFETIME

Yoga Fitness Lifestyle

# Sweat Equity

THINGS WE LOVE  
**COOL HUNTERS ALERT**

**Africa Yoga Project**  
INSPIRING CHANGE

**NO SWEAT NO CANDY**  
Fit Destination

why more men are doing yoga

## Rich Roll

REJECTING MIDDLE AGE AND FINDING ULTRA

Get your Fitness with the Crossbell Workout

SNOW SALUTES ON THE ROAD TO SOCHI WITH YOGA

APRIL 2006 \$5.95

# 3/GO TRIATHLON

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

06

www.3magazine.com

**THE FLY GUY**  
GUY RICHARD BRANSON

**THE REAL GUY** RICHARD ROLL

**THE SKATER**  
BOB SCHROEDER

200

320

27

52.4 miles **FINISH**

7:51.40  
JTL TIMING

ULTRA MAN

JUNE/JULY 09 MF

FEATURES

**MF 101: The Fittest Guys in the World**  
For the first time, our annual list goes international to find the fittest guys from around the globe.

**8 Backpack Secrets**  
Get the best tips to help you build a better pack.

**Talking Time: Bands**  
From fitness to rock on the river, the popstar band plays its music in a new way.

**Dig It!**  
Outdoor's top picks for the season's hottest outdoor gear.

**"Foot Like Superman"**  
High altitude training could be the ultimate outdoor workout, but not everyone.



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