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“People who push the limits get much more out of life than those who watch others do it.”

– **Richard Branson**, Virgin Group Founder & CEO

“You can actually convince other people to have more of a growth mindset. You can, for example, show them scientific evidence that people actually do change.”

– **Angela Duckworth**, “GRIT Expert,” psychologist at University of Pennsylvania

“No one develops obstacle immunity. Someone always is fighting to overcome obstacles. Surrounded by people who are trying to form family who will help you fight through these obstacles.”

– **Camille McCue**, elite athlete

“The minute you start projecting the future, you're living in the future, you're not living in the now, in the moment.”

– **Gracie Van Der Byl**, distance swimmer

**CHANGE THE WAY YOU THINK. CHANGE YOUR LIFE.**  
**SPARTAN UP! PODCAST SERIES LAUNCHES**  
**JANUARY 6, 2015**

Every day, Joe De Sena, founder and CEO of Spartan Race and *New York Times* bestselling author, inspires millions of people all over the world to get off the couch and take on any obstacle, on an off the course. Now, he is ready for a new challenge.

With camera in tow, Joe travels the globe to explore what it means to Spartan Up! in all aspects of life in the new [Spartan Up! Podcast](#) series, launching January 6, 2015.

In each episode, Joe interviews different experts—authors, academics, athletes, adventurers, CEOs, and thought leaders—about achievement, leadership, grit, goals, and total mind-body wellbeing. Then, with a panel of colleagues, Joe breaks down the lessons to provide the ultimate blueprint for success.

Epic guests include:

- Sir Richard Branson, Virgin Group Founder & CEO
- Former member of SEAL Team Six
- Dick Costolo, Twitter CEO
- Sir Ran Fiennes, world’s greatest living explorer
- Barry Sternlicht, Starlight Capital Group Founder & CEO
- Stanley McChrystal, retired U.S. Army general
- Mimi Anderson, world record holding ultra-runner
- Risa Mish, attorney & expert on leadership and resilience

The **Spartan Up! Podcast** is available on [iTunes](#) and at [www.spartanuppodcast.com](http://www.spartanuppodcast.com)

[Spartan Race](#) began as an obstacle race based on the extreme spirit of the legendary Death Race and has become a multi-million dollar global lifestyle company in fewer than 10 years. It was voted *Outside* magazine’s Best Obstacle Race.

**Joe De Sena** is the epitome of “grit.” In one year’s time he competed in the Raid International Ukatak in Canada; the IditaSport in Alaska; the Odyssey Adventure Race and the OAR Beast of the East, both in Virginia; the Raid the North Extreme in Newfoundland, the Adrenaline Rush in Ireland and the Discovery Channel World Championships in Switzerland. Joe resides in Vermont with his family. His book, **SPARTAN UP! A Take-No-Prisoners Guide to Overcoming Obstacles and Achieving Peak Performance in Life**, is a *New York Times* bestseller.