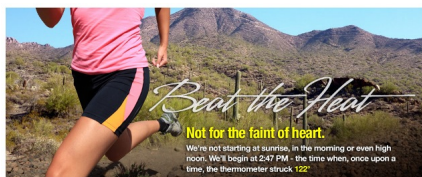


Scottsdale's Beat the Heat Race

Written by Victoria Fouts

Monday, 03 June 2013 12:26 - Last Updated Monday, 10 June 2013 15:33



June 22, 2013 marks the day after the summer solstice and, more importantly, the hottest race of the year. Westworld in Scottsdale will be hosting Beat the Heat Scottsdale 2013, starting in the dead of the afternoon at 2:47p.m. marking the exact time on June 26, 1990 when the Phoenix Metropolitan area reached its highest recorded temperature ever, a scorching 122 degrees. There will be two races- the 11K and the 5K for runners to participate in. Beat the Heat was originally created by Jason Rose, co-owner of the Scottsdale Polo Championships who is organizing the race, founder of Rose+Moser+Allyn Public and Online Relations, and recent co-owner of Innovative Racing Events who is producing the event, as a way to celebrate the iconic heat of Arizona rather than hide from it.



Professional Medical Transport (PMT) is the head sponsor of the event (in association with co-sponsors Coors Light, Sole Sports, and Powerade) and is fully aware of the dangers involved with exertion in extreme heat. It is strongly suggested that runners seek professional medical advice prior to participation. PMT will have several ambulances, paramedics, and other professionals on hand to quickly provide any necessary assistance. Water will be stationed every half mile.

For those watching on the sidelines, tents will be set up for shade along with restrooms and a bar. Families can also enjoy the music of DJ P-body and the world's largest inflatable waterslide. Spectators not involved in the race itself will have no problem avoiding the heat.



Registered runners will check in at the starting position of the course inside the Tony Nelssen Equestrian Center at Westworld in Scottsdale. The course takes the runners through Westworld followed by a section in McDowell Mountain Golf Club, and finally ending the run back on the Polo Field of Westworld. The entry fee is \$62.60 per person with VIP packages available for \$122. Prizes are awarded to the top 10 runners, each monetary amount symbolizing Olympians, important days in Scottsdale, and record heat days. To further information or to register for Beat the Heat 2013, go to www.ScottsdaleBeattheHeat.com.



Scottsdale's Beat the Heat Race

Written by Victoria Fouts

Monday, 03 June 2013 12:26 - Last Updated Monday, 10 June 2013 15:33

To get you in the Beat the Heat Spirit, AFM chatted with David Goggins, star runner and Beat the Heat participant.

AFM: What made you interested in signing up for Beat the Heat Scottsdale 2013?

DG: Well, it sounds like a pretty tough race just because of the heat. Just being in that kind of environment makes it a very tough race, you know? It's only an 11K and 5K, but running that in 120 degree temperatures is pretty tough.

AFM: How do you prepare to handle the heat?

DG: I've been doing a lot of running in the heat, so I will probably be running in Las Vegas and Phoenix just trying to get ready for it. I'll be spending time in the sun just trying to get acclimated to the heat.

AFM: Are you used to this kind of heat or is this your first time dealing with it?

DG: I've run some long races before in pretty extreme heat.

AFM: You are a Navy SEAL, correct? How did that help you prepare for being an ultra-marathon runner?

DG: I don't think it prepared me at all. I think the way I was raised prepared me for it. I was raised by a very strict mother who trained me well about how to handle adversity.

AFM: After your service in Iraq, you were inspired to start running to raise money for the Special Operations Warrior Foundation. Can you tell me more about that?

DG: Basically, a buddy of mine in Afghanistan was in a horrible incident and was motivated to raise money for their families for their kids to go to college and that's what's motivated me for running.

AFM: And you weren't a runner before that?

DG: Well, I was about 290 pounds before that.

AFM: Earlier this year, in January, you broke the world record for most pull-ups done in 24 hours by completing 4, 030 in 17 hours. How does that accomplishment compare to that of running and raising money in so many ultra-marathons?

DG: In a lot of ways it was much harder because (while) running you're using the biggest muscle groups in your body which is your legs. And so, you can run or walk and that relieves the pressure; and when you're doing pull-ups there's no relieving the pressure. It's you and that bar and you can't escape it. It's just gripping with your hands and your pulling with your biceps and your back; and your back's a pretty big muscle group but doing pull-ups, two or three thousand of them, you're going through some pretty severe suffering.

AFM: In response to why you run for charity, you were quoted by nerverush.com saying: "People want to see you throw up, cry and go through tremendous suffering." What do you think makes people feel more responsive and inclined to care when watching your suffering?

DG: It's just my view of the world or especially of people in the United States. That's why there are all these extreme shows, you know? All these reality shows, we are very drawn to see somebody that does something extreme. And that goes without saying. If you look at the world, if you turn the T.V. show to something that's boring, no one is drawn to boring. People are drawn towards things that excite them. And things that some people may look at as impossible or "there's no way that can happen" or "I could never do that", so doing something simple, anybody can do. And people are very drawn to that. It's a very sadistic world.

AFM: Do you wish it were different or do you see some bright side?

DG: Honestly I don't try and change anything about it. I just try to be the best person I can. In my line of work, you know, it's just whatever. People can be very cruel and they can be nice. I take everything with a grain of salt. Focus on who you are and it makes it very easy. It doesn't matter to me if they are sadistic or whatever. Knowing who you are makes life pretty easy.

AFM: How do you keep your perseverance?

DG: Well, that's something that's always come (from) deep inside of me. And I've always looked around this world and see extreme people, very, um, I guess hard people who can do certain things and they don't do it. A lot of people are very lazy and lack self-discipline and those are the people that motivate me. It's the people that are lazy, that don't want to do anything those are the people that get me out of bed in the morning time because if you have a healthy heart, healthy mind, healthy body, you know you're able to do a lot of things but people put limits themselves. They're not open minded. If you haven't thought about it, then you can't possibly achieve it. So what keeps me going is the everyday person, working 9 to 5 complaining about their life, versus making it different.

AFM: Do you have any words of advice for young runners?

DG: Yeah, I guess for this race here, Beat the Heat, make sure they hydrate a lot and that they're properly trained. And properly trained means

Scottsdale's Beat the Heat Race

Written by Victoria Fouts

Monday, 03 June 2013 12:26 - Last Updated Monday, 10 June 2013 15:33

able to handle the heat, make sure that you're training in the heat. Make sure you listen to your body. If you are running hard in the heat and your body is exhausted, stop and walk. Just listen to your body and it will pretty much tell you what to do.

AFM: What's the most challenging event you have ever competed in?

DG: I'd have to say life. It's not even an event, but I have to say everyday life. But if you want a short answer, my very first 100 mile race. I was unprepared for it, I was quite a bit heavier than I am now, about 470- 480 pounds and wasn't ready to run 100 miles. But mentally I got through it.

AFM: In the past you have helped to raising awareness about the obesity epidemic. Are you still involved in that or are there any other causes you are involved with?

DG: I'm not really involved with too much right now. I'm still trying to see what charity I want to get involved with next. There are so many charities, so I'm just trying to find the next foundation. I've been with Special Ops for six or seven years now and they do a good job, but I feel I need to move on and help somebody else.

AFM: What is your next big goal after running in Beat the Heat?

DG: It'd have to be the Badwater 135. It's a 135 mile race through Desert Valley. It's a hot place.

You can learn more about David Goggin's cause and donate at his website shownoweakness.com.