

Contact:  
Jodi Engle, PRx  
408.287.1700 x 119 (office)  
408.205.8456 (cell)  
[jodi@prxinc.com](mailto:jodi@prxinc.com)

For Immediate Release  
April 21, 2010

## **Extreme-Endurance Athlete Bill Bradley to Run 199 Miles Solo and Swim Under the Golden Gate Bridge**

Santa Rosa man to race from Calistoga to Santa Cruz to push himself physically and promote the need for organ donors

Santa Rosa, California, April 22, 2010 – Santa Rosan Epic Bill Bradley, whose motto is “show up and suffer,” returns to compete solo in The Relay, a 199-mile race across Northern California presented by Organs ‘R’ Us. Bradley will start in Calistoga on Thursday, April 29, stop in San Francisco at the 100-mile mark to swim 1.25-miles under the Golden Gate Bridge and then run the remaining 99 miles to the finish line in Davenport, near Santa Cruz.

While The Relay will be run by more than 250 teams of 12, Bradley is one of only four competitors who will pound out 199 miles individually, and he is the only person adventurous enough to swim across the San Francisco Bay in strong currents and rough water as part of his run. In 2008, with a time of 76 hours, he became one of only two people to ever complete The Relay as individuals. The other is ultra-marathoner Dean Karnazes.

“After that race, I wanted to do more,” Bradley stated. “Once I know I can do it, I strive to keep challenging myself by seeking longer and more grueling endurance races.”

Bradley, 49, has finished several Ironmans (a triathlon composed of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run). But when Ironmans became too easy, he started competing in some of the toughest endurance races in the world, including Badwater, the most grueling of all foot races that starts in Death Valley where temperatures can reach 120 degrees and ends 135 miles away at Mt. Whitney; the Race Across America, a 3,000-mile bike race from Oceanside to Annapolis, Md.; the Susitna 100, a 100-mile run across the frozen tundra in Alaska while pulling a 40-pound sled with survival gear; and a swim across the English Channel without a wetsuit.

This year, in addition to The Relay, Bradley plans to complete a double Badwater, 300 miles of running in the extreme desert heat, and make a second attempt at swimming the 21 miles across the English Channel.

“I give it absolutely everything,” said Bradley, who nearly drowned last year swimming the English Channel in extremely choppy seas. “I believe as an average person, you can achieve extraordinary results simply by not quitting.”

During The Relay, Bradley will promote the need for donated organs through Organs ‘R’ Us. Two years ago, Bradley dedicated his run to his close friend Rudy Yu, who was waiting for a transplant and has since received a kidney and is in good health. This year, Bradley invites organ transplant recipients to run alongside him during parts of the race. Anyone who would like to join Bradley, should contact Jodi at 408-287-1700 x 119 or [jodi@prxinc.com](mailto:jodi@prxinc.com).

**Note:**

Photo/Interview Opportunities along The Relay Course:

**San Francisco, Golden Gate Bridge**

8-10 a.m., Saturday, May 1

A limited number of camera crews and photographers can ride in a support boat alongside Bradley as he swims across the Bay.

**Palo Alto**

4-8 a.m., Sunday, May 5

**Los Altos**

Approx. noon, Sunday, May 5

**Davenport**

Approx. 8:30 a.m., Monday, May 3

He will cross the finish line.