

FOR IMMEDIATE RELEASE

BOB Ironman® Continues to “Stroll the Distance” in Cross-Country Running Trek *Three-Wheeled Running Stroller Braves Tough Terrain and Wild Weather With Few Bumps in the Road*



BOISE, ID (September 22, 2006) – They don’t call it the “Ironman” without good reason. **Packed with 45 pounds of gear and having successfully strolled through eight states and logged over 2,000 miles, the BOB Ironman currently accompanying Paul Staso in his solo trek across America has proved to be a truly tough and treasured traveling companion.**

The lightweight, three-wheeled stroller, made famous by its superior stride and reputation for keeping up with the most serious of runners, has been Staso’s one and only attendant during his **Promoting Active Children Everywhere (P.A.C.E.) Run 2006** – a one-man run spanning 15 states and 3,200 miles that began in June.

Boise, ID-based stroller manufacturer BOB™ donated the Ironman Sport Utility Stroller to Staso to assist him in fulfilling a promise he made to elementary school students in his hometown of Missoula, MT: Staso agreed to run across the country alone this summer if the students could virtually match the miles the trek would take by walking and running throughout the 2005-2006 school year.

Staying true to his word, Staso and his trusted mobile companion, which he appropriately calls “BOB,” have completed two-thirds of the journey, averaging 30 miles a day and overcoming great feats along the way – including the Rocky Mountain range, day after day of 94-degree summer temperatures, torrential rains (think five inches in a 24-hour period), and even frequent “ditch-diving” to avoid being pummeled by vehicles moving into the narrow shoulders of the road. Despite the daily adventures – sometimes risking the safety of both Staso and “BOB” – Staso reports that the stroller is doing remarkably well.



“Initially, I had doubts about whether or not the suspension system and everything else on the stroller would withstand the distance,” said Staso in a recent interview conducted from the road during a walk break. “However, it’s holding up great. For everything I have put it through, it is just an extremely impressive piece of equipment.”

Introducing a product of this caliber was exactly what BOB set out to do when the company partnered with Ironman in 2003 to produce “the ultimate running stroller.” Since its inception, the BOB Ironman has continued to symbolize excellence in performance and athleticism, much like the Ironman brand itself.

“We chose to partner with BOB Trailers because of their reputation for quality and durability,” said Andy Giancola, sponsorship and licensing manager for Ironman. “The Ironman Brand is about endurance and performance and the BOB line of products exemplifies these attributes.”

The BOB Ironman, which has not been modified from its “out of the box” form, carries Staso’s food, liquids, clothes, sleeping bag and tent, among other things, and has been outfitted with a special solar panel to power his cell phone, GPS and iPod. Staso says that he **has been particularly impressed with the strength and quality of the BOB Ironman’s frame, its tough tires – which have encountered all types of terrain – and the BOB Weather Shield (a stroller accessory in the line), which has continued to keep his essential gear safe and dry – no matter the conditions.**

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Needless to say, "BOB" and Staso have formed a special bond throughout the journey.

"'BOB' and I are inseparable," said Staso. "I don't go anywhere without him. I don't *think* my wife's jealous..."

Staso and "BOB" are on track to complete their trek on October 20 in Delaware, coincidentally just one day prior to the start of the Ford Ironman World Championship, taking place October 21 in Kailua-Kona, HI. Just as he does now, Staso will surely credit his strolling partner's crucial role in this ambitious endeavor, come finish day.

"If I lost 'BOB', I would be in a world of trouble," said Staso. "Without him, I could never run solo across the U.S. I am so impressed with the quality of the BOB Ironman stroller."

For more details on P.A.C.E. Run 2006 and to track "BOB" and Paul Staso's progress, please visit www.pacerun.com.

Look for BOB Strollers and accessories in baby stores and sporting goods stores nationwide. BOB formed in 1994 as one of the first manufacturers of single-wheeled bicycle cargo trailers. As the founders of the company became fathers, they designed and developed the first Sport Utility Stroller in 1998. For more information, visit the website at www.bobgear.com. Editors may also contact On the Horizon Communications at (805) 773-1000 or jordan@thepressroom.com for more information, digital images, or to test a demo stroller for 90 days.

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