

**LIVE
LIFE TO THE
PLUS+**

Juice **PLUS+**

Living Life to the Plus+
by RACING THE PLANET

featuring **DAVE O'BRIEN**



AUGUST 2011 TOUR

August 1 – Orlando
August 2 – Dallas
August 4 – St. Louis
August 5 – Chicago
August 8 – Denver
August 9 – San Diego
August 11 – Sacramento
August 12 – Boston

DAVE O'BRIEN certainly "Lives Life to the Plus+." He has run over 400 races (including 30+ marathons), appeared on two TV survival shows, and at the age of 43 climbed the seven highest peaks in his native Ireland in 23 hours, 28 minutes – a 13-year-old record that stands to this day.

Dave recently returned from Antarctica, where he completed the last of four 155-mile endurance races as part of Racing the Planet's "4 Deserts" series (4deserts.com). Earlier in 2010 he completed the three other 155-mile races: across Chile's Atacama Desert in May, the Gobi desert in China in June, and the Sahara desert in Northern Africa in October – quite a feat for a man who turned 57 in January.

"I didn't start running until I was 30 years of age," Dave relates. "My mum told me that our neighbor Cyril was running in the first ever Dublin City Marathon, and asked me if I would go down and support him. I watched him run through our village with family and friends cheering, and got completely caught up in the excitement of the crowd and all the banners. I thought, 'This is for me. I've got to do this.'"

"The very next year, I ran my first Marathon – without any training," Dave continues. "I finished the race, but in great pain, as I had torn ligaments in both knees. It took months before I could run again, but I trained and ran the Marathon the following year – without injury."

The rest, as they say, is history. But how did Dave go from running marathons to becoming the second oldest person ever to complete the grueling 4 Deserts series in a single calendar year?

That's where Juice Plus+® comes in. "When I'm out on the course, I usually double or triple my normal amount of Juice Plus+®," he reports, "and Juice Plus+ Complete® is my main source of food. You're putting your body through so much that you've got to put in that extra nutrition to help reduce all the extra oxidative stress. And I was certainly creating heaps of that."

Join us for this special event to hear more about Dave's incredible journey.

August 8th - 6:30pm Registration - 7:00pm Lecture

**Marriott Denver Tech Center
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