

Lead Title: Aravaipa Running Acquires Jackpot Ultra Running Festival from Beyond Limits Running

Sub Title: Beyond Limits Running will continue producing its namesake Beyond Limits Ultra, as well as its expanding portfolio of short-distance themed races

HENDERSON, NEVADA – September 30, 2022 – Beyond Limits Running, LLC is pleased to announce the sale of its wholly-owned Jackpot Ultra Running Festival, Southern Nevada’s premier ultra-running endurance event, to privately-owned Aravaipa Running, LLC. Jackpot, which was created, launched and exclusively produced by family-owned Beyond Limits Running, LLC, has taken place annually since inception nearly 10 years ago at the City of Henderson’s picturesque Cornerstone Park in Henderson, NV.

Ken Rubeli, Co-Founder of Beyond Limits Running, LLC stated, “As a husband/wife team, we created Jackpot with a simple desire to have our ultra-running friends join us in Southern Nevada to run a short-loop social ultra with a heavy dose of Sin City fun. Over the last decade, thanks to the loyal support of Jackpot runners and the City of Henderson, Jackpot has grown to be a top destination ultra, inclusively welcoming endurance runners of all abilities. We are thrilled and humbled to have Aravaipa Running, the premier name in athletic event production, take control of Jackpot. We know they will provide top-tier customer service to our cherished Jackpot runners as they build and expand the Jackpot brand. Importantly, Aravaipa has proven to be a responsible and respectful value-driven community partner. The City of Henderson and the Southern Nevada running community will enjoy getting to know the exceptional race experience provided by Aravaipa Running.”

Co-Founder of Beyond Limits Running, LLC, Stephanie Rubeli, commented, “12 years ago we started Beyond Limits Running to give back to the ultra-running community and to celebrate the life-saving kidney & pancreas transplants I received while volunteering at one of Ken’s ultra runs. Unfortunately, my transplanted kidney is failing and while I cherish staying awake for five days straight helping Jackpot runners push beyond limits, I need to carefully manage my health and time commitments. After careful consideration, Ken and I are happy to report that we will continue producing our namesake Beyond Limits Ultra, as well as our small distance themed-races. With respect to Jackpot, we could not ask for a better family and company to takeover Jackpot. We’ve admired and emulated Aravaipa Running ever since Jamil and Nick Coury, owners of Aravaipa, timed our very first Beyond Limits Ultra in 2013. After I’m blessed with another kidney transplant, I can’t wait to celebrate by running my next ultra at a future Jackpot. I ran my first ultra 12 years ago just 90-days after my first transplant surgery and with the help of my beloved ultra-family, I will do it again!”

Jamil Coury, Founder, Owner and Chief Executive Officer of Aravaipa Running, LLC, stated, “My family and I, along with our team at Aravaipa Running, are honored to be handed the Jackpot baton from Stephanie and Ken. Through genuine passion and an eye towards always improving the runner experience, they have created a beloved legacy race in Jackpot. We look forward to expanding and growing Jackpot as we introduce Southern Nevada to Aravaipa Running and get to know the local running community.”

For the 10th year in a row, the Jackpot Ultra Running Festival returns to the City of Henderson’s Cornerstone Park in Southern Nevada March 3-5, 2023. Cornerstone Park is nestled among desert landscape and is anchored by a 31-acre bird sanctuary lake. Jackpot 2023 races will include 6/12/24/48-hour races, along with a 100-mile race and a 50-mile race. Detailed information for

Jackpot 2023 will be available at AravaipaRunning.com/jackpot starting Tuesday, October 4th. Registration will also open on October 4th.

About Beyond Limits Running:

Co-founded 12 years ago by a double organ transplant recipient and her husband, Beyond Limits Running was formed to help all runners of all abilities run way past their perceived limits by competing in running events. Known for its over-the-top festive events, Beyond Limits Running created and produced the Jackpot Ultra Running Festival from 2014-2022, and continues to produce the Beyond Limits Ultra Race, the Happy Hippie Harvest Run and the Bee-utiful Sunflower Run. Learn more at www.BeyondLimitsRunning.com.

About Aravaipa Running

Aravaipa Running is an event production company based out of Phoenix, Arizona that produces some of the biggest endurance events in the United States such as the Black Canyon 100K, the Cocodona 250-Miler and the Javelina Jundred. Aravaipa is committed to moving the sport of trail and ultra-running forward by providing premier events, enhanced media coverage and community-based programs. Learn more at www.AravaipaRunning.com.

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