

**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 15 – Atlanta
August 16 – 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 9, 2011 at the Hilton Del Mar

15575 Jimmy Durante Blvd., Del Mar, CA 92014 858-792-5200

7:00 p.m. Lecture, Followed by a Meet & Greet with Dave O'Brien

(Doors open at 6:30. Cash Bar Available after Lecture Ends)

RSVP needed to reserve your complimentary space:

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