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Where's Karl? Find out online.

Backcountry.com gives fans whereskarl.com to track Karl Meltzer before and during his summer 2008 Appalachian Attack

PARK CITY, Utah (Apr. 22, 2008) – Karl Meltzer has balls. The veteran ultra-runner is incredibly talented, freakishly enduro-endowed, ridiculously committed, and downright ballsy.

On Aug. 5, 2008, the 40-year-old winner of 49 ultra-distance mountain races (including 23 hundred milers) will begin his attempt to break the record for running the entire length of the Appalachian Trail, end-to-end. That is 2,174 miles in 47 days, and *that* (for the mathematically challenged among us) is an average of more than 46 miles per day – over some of the gnarliest terrain and during the most sweltering, most bug-filled season on the Eastern Seaboard.

It goes without saying that Karl, in announcing his plan on his blog, KarlMeltzer.com, has piqued the interest of runners, AT lovers, fans and naysayers alike. They want to know what he's up to. They want to talk about him. They want to cheer him on. And they want to question his sanity.

That's why Backcountry.com today launched whereskarl.com. The site now features a video teaser (which will change often as Karl sends in training reports from the trails) and a place for people to sign up for email updates on his big run prep. In early July, though, as the official site-based countdown clock to start time ticks away, whereskarl.com will become mission control and community headquarters for Karl's Appalachian Attack.

WheresKarl.com will feature:

- An interactive map, with real-time GPS tracking of Karl's progress along the trail
- A blog, authored by Karl (before and after his 45-day stint) and Karl's crew (while he's focused on breaking the record), with at least once-daily updates
- A forum, featuring various threads including, but not limited to: Karl's nutrition, his gear, the weather, events along the way, his crew, his sponsors, supporter commentary, etc.
- Video clips and images
- Podcast interviews
- Links to press releases and media coverage

"WheresKarl.com will be the place to go to find out anything you want to know about Karl's attempt at breaking the AT record. And what's cool is that most of the content on the site will be community-generated, making this whole thing super interactive," said Jonny Atencio, Backcountry.com's pro team manager. "Well, it'll be interactive for everybody but Karl. He'll be out there on the trail breathing hard with his head down."

"Never before have I set a challenge for myself like this one," said Karl Meltzer. "I always thought 100 miles at a time was enough, but 2,174 miles should raise the bar a bit."

Karl will propel himself down the trail on foot and will spend most of the 47-day attempt alone – though he will have occasional running partners along the way. He will be supported by his experienced crew, by Backcountry.com (www.backcountry.com), and by a cadre of other sponsors, including First Endurance, Kuhl Clothing, La Sportiva, Moeben, Nathan packs, NUUN, Petzl, Powerbar, Red Bull, Ryders Eyewear and V.I.O.

About Backcountry.com

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