

## **Volcanic Runners Graduate from Plastic Shoes to Top-Line Footwear**

*Documentary donation gives back to African runners*

WASHINGTON, DC, January 11, 2007—An inventive partnership between a newly released documentary film and the world's largest shoe nonprofit is directly benefiting thousands of African runners through the gift of shoes. *Volcanic Sprint* (<http://www.volcanicsprint.com>) tells the story of the world's most extreme running race—the Mt. Cameroon Race of Hope, a marathon 10,000 feet up a live volcano, and down again.

Soles4Souls (<http://www.soles4souls.org>) is an international nonprofit organization whose mission is to impact lives with the gift of shoes. Created in 2005, it donated more than three-quarters-of-a-million shoes to victims of Hurricane Katrina—and has since distributed millions of shoes to people in need in over 40 countries on five continents.

To help give back to the athletes featured in *Volcanic Sprint*, the film's producers are donating 5% of sales to Soles4Souls. On February 16, 2008 at the 33<sup>rd</sup> running of the Mt. Cameroon Race, the nonprofit will donate thousands of shoes to runners of all ages—many of whom live below poverty line as sustainable farmers. A video (<http://www.soles4souls.org/volcanicsprint.htm>) shows how these talented runners simply need new equipment to excel.

*Volcanic Sprint* premiered in 2007 in festivals in the US, Europe, and Africa, and has received endorsements from some of America's well known runners. The fastest woman marathoner in the history of the United States, Deena Kastor (<http://www.deenakastor.com>), says: "This movie captures the competitiveness, danger, and heroism of the world's most difficult marathon." (For more testimonials: <http://www.volcanicsprint.com/partners>).

"Every February since 1973, runners have braved this race, but few people have even heard of it," says producer Steve Dorst, who climbed Mt. Cameroon himself in 1995. While it took Dorst a day-and-a-half, the film's leaders do the round trip in less than 5 hours. "Some runners did the 26-mile, 20,000 vertical-foot trip wearing plastic shoes! Witnessing those performances, I knew I had to do something to give back. Through the sale of this film, we are helping Soles4Souls reach out to Cameroon for the first time—and benefiting thousands of talented runners. That's really rewarding!" (Director's Statement: [http://www.volcanicsprint.com/story/directors\\_statement.pdf](http://www.volcanicsprint.com/story/directors_statement.pdf).)

*Volcanic Sprint* is a one-of-a-kind film shot entirely in the African rainforest. It takes the viewer deep inside the lives of athletes like Sarah Etonge, a five-time champion and mother of seven known as the Queen of the Mountain ([http://en.wikipedia.org/wiki/Sarah\\_Etonge](http://en.wikipedia.org/wiki/Sarah_Etonge)). For these competitors, Mt. Cameroon isn't just a race. It's their best shot at achieving fame and fortune in a country short on both. For former champion John Ekema, it's a chance to relive fading glory through his son. For two-time champion Dominique Tedjiozem, attacked by rivals during a previous race, it's a chance for vengeance. All the competitors' hopes and aspirations come together on the biggest sporting day in Cameroon. The winners will achieve lifelong fame. But nearly half of all runners will quit the race ... conquered by Mt. Cameroon (view IMDb entry: <http://www.imdb.com/title/tt1144824/>).

Buy the DVD or make a donation at <http://www.volcanicsprint.com>.

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