



**[20 December 2021]**

## **RacingThePlanet Adds Two Experienced Individuals to its Management Team**

Sarah Horne, resident in the UK, and Samantha Pruitt, resident in the US, have joined RacingThePlanet as an Event & Marketing Coordinator and Event Director, respectively.

### **About Sarah Horne**

Sarah Horne joins RacingThePlanet as an Events & Marketing Coordinator. With a background in performing arts, Sarah started her career traveling around the world on cruise ships as an entertainer. She started dancing at the tender age of three, and her favourite discipline is tap, inspired by the infamous Fred Astaire and Eleanor Powell. Now back on land, dancing still remains one of her biggest passions in life.

It was in participating in a 50KM charity hike in the Peak District that Sarah was first inspired to pursue a career in the outdoors, inspiring others to achieve their goals and explore beautiful parts of the world.

Sarah has worked as the operations manager for RacingThePlanet: Georgia 2021 and had her first taste of what the deserts have to offer at the Namib Race 2021.

Sarah lives in the UK with husband Steve and their dog Mars, and enjoys an active lifestyle hiking in the Cumbrian and Welsh Mountains, along with horse riding and training at her local circus school in aerial acrobatics.

### **About Samantha Pruitt**

With over 100 endurance races under her belt, including her pandemic personal challenges of a solo 135-mile run across Death Valley and 10 marathons in 10 days through Australia, plus 15 years of professional race production and marketing media experience in the endurance sports industry, Samantha Pruitt is the perfect choice for the growth role with RacingThePlanet.

Starting her life transformation at age 30, self-proclaimed ex-couch potato Pruitt overcame a severe health crisis and poor lifestyle choices to find her calling through running. Now 52, Samantha has used her passion and experience for the last 22 years to help others build their own best selves through endurance sports and outdoor adventure. As a coach and businesswoman, she founded Race SLO, a nationally recognized endurance sports event production company, and launched Endurance Town USA, a media company devoted to empowering storytelling around the endurance lifestyle.

"I discovered RacingThePlanet many years ago as a volunteer at the Sahara Race in Egypt. I have continued to be impressed by this female-owned and operated race production company, and I decided to reconnect after closing my own company during the





pandemic. They invited me to assist with the Namib Race in Africa in October 2021," said Pruitt. "The Namib Desert, at 55 million years old, is the world's most ancient desert, as well as being one of the driest. Its beauty and African culture were like nothing I have ever experienced. Then, to witness the strength of the global human spirit in these life changing conditions, coming back from a pandemic, was truly remarkable. I'm pleased to help produce a race of this magnitude and be able to share the stories of people who endure, inspire, and who are truly extraordinary yet completely relatable."

Samantha is the Event Director for the Namib Race (Namibia) 2022.

