

PERRY PRICHARD

CERTIFICATE
The greatest distance on a motocross in 24 hours by an individual was 426.96 km (265.3 mi) and was achieved by Perry Prichard (USA) at Gravity Park in Chilton, Wisconsin, USA on 11-12 September 2010

GUINNESS
WORLD RECORD HOLDER
THE GREATEST DISTANCE ON A MOTOCROSS
IN 24 HOURS BY AN INDIVIDUAL

24 hours for Haiti is the brain child of life-long motorcycle enthusiast, Perry Prichard. Over the past few years, Prichard has traveled to Haiti on several mission trips. From his very first visit, he felt touched by the Haitians unwavering commitment to life's situation. Prichard claims it "touches your heart in a special way". His return visit following the earthquake of January 2010, struck a new set of nerves with Prichard. The earthquake had devastatingly affected so many Haitians. Prichard felt that he needed to do something more, something to give back to their country that had suffered a horrendous devastation.

After thinking about what he could do, he immediately knew he could put his love for motorcycles into something to benefit the Haitians. It was his brother-in-law from North Carolina that suggested riding for 24 hours. At the time, the suggestion was more of a passing thought. Little did he know that this would become the mission; to ride his motorcycle for 24 hours with pledges to raise money. So he and his wife Melissa set out to accomplish this feat of strength and endurance.

After taking a couple weeks to brainstorm ideas, the question was raised if this idea had the potential of being a World Record attempt. Following a little research, the forms were submitted to Guinness for consideration. Rather than just waiting idly while the request was being processed, Prichard proactively began a rigorous training regime to prepare himself for the 24 hour ride. Anyone who follows the sport of motocross understands what the riders endure during a race. To ride for 24 hours demanded that Prichard be in top physical condition. Estimates of what he endured during the 24 hour event are listed in the side bar.

During the Course of the 24 hour ride:

Exercises Performed and Repetitions (Reps)	
Heart Beats (135-155 bpm)	194,400 – 223,200
Squats	8050 – 8750 reps
Pushups & Rows	6300 – 7000 reps
Leg Extensions	3850 – 4500 reps
Hand Grip Flexions	24,500 – 28,000
Abdominal and Core Contractions	10,500 – 12,250
Totals	
Water Consumed	576 ounces
Calories Burned	15,347

Four weeks after submitting the Guinness application, Prichard received confirmation that Guinness would accept this as an official attempt to set a new World Record. With that confirmation in hand, preparations went into full swing. Months of preparation went into both Prichard's training, and the planning of the event. Behind the scenes, the support of family & friends was utilized to organize the event complete with live bands, donated campers, silent auction items and much more. A wonderful group of sponsors donated necessary supplies to enable him to attempt this feat. The simple fundraiser idea of riding pledged laps on his motorcycle now had the added element of an attempt to set a new world record for the most continuous laps on a motocross bike in 24 hours.

The 24 Hours for Haiti fundraiser was held at Gravity Park in Chilton, WI on Sept 11th and 12th. The night before Prichard was to make his ride, it began to rain – heavily for several hours. By daylight, 4 inches had fallen and the dirt track was solid mud. A light rain continued off and on throughout the morning, and as his noon start deadline approached, there was a significant amount of concern regarding track conditions voiced by his pit crew and the track owner. Having come this far, Prichard was determined to follow through with the ride.

As planned, at noon Saturday, September 11th, the start signal was sounded and Prichard began his record attempt. The dirt track was saturated. Within a few laps, he was carrying several hundred pounds of mud on the bike. This made it necessary for Prichard to pit much more frequently than originally planned to remove the heavy layer of mud. The pit crew resorted to using spades and power washers to remove nearly 200lbs of muck from the bike and allow Prichard to return to the track.

The additional effort of fighting through the ruts & grooves to complete each lap had the added effect of burning through his energy reserves much more rapidly than anticipated. But, being a man of conviction, Prichard was determined to complete the task he had begun and help the children of Haiti. He later admitted that when it got difficult to maintain his focus, thoughts of the children he had met while in Haiti, kept him going.

Seeing the struggle he was having and the deteriorating condition of the course, the track owner made the decision to try improving things and worked through the day attempting to facilitate drainage as Prichard rode. Mid-way through the afternoon, the rain began to clear and as dusk approached a slight wind arose. While the sun was still shining, the wind helped to start drying the track, however, as night fell it also added to the chill of the evening. By midnight temperatures were hovering around freezing. The pit crew was able to chat with each other to keep awake and warm themselves around a campfire, but the lone rider pushed on through the chill. As he pressed on through the inky darkness alone, it was apparent that exhaustion was setting in and the battle to fight sleep was becoming increasingly difficult. His body at this point, was beginning to rebel to the constant sustained abuse, his hands cramped in a claw-like grip, and each supporting muscle group was voicing its' complaints.

Sunday dawned crisp & clear, the breeze that had stayed constant through the night had continued to dry the track. As Prichard entered into the final and most critical phase of the event, the crowd watched in stunned appreciation as the sun cresting the horizon had an uncanny effect of seemingly re-energizing the exhausted athlete. Excitement began to build with the track announcer now giving lap tallies, and each person guessing what the final count would be. What was truly amazing was that even in this exhausted state, Prichard's lap times had actually improved significantly over the day before! With the mud beginning to tack up, his lap times held steady and he grabbed air clearing the jumps. As the completion time grew nearer, those who the day before had been skeptical over whether he would be able to complete 200 laps given the track conditions, were staggered to see the lap tally steadily increasing; reaching first 300, then crossing 325, and pushing to 350. With each successive lap, the anticipation mounted and the excited crowd began calling out the totals to Prichard as he passed the starting gate. When noon arrived on Sept 12th, it found Prichard crossing the finish line on lap 400 and formally setting a new Guinness World Record. The official recorded distance Prichard completed in his grueling 24 hour ride was 426.96 km or 265.3 miles!

If you are interested in arranging speaking engagements or scheduling marketing appearances feel free to call: 414.940.0143 or 920.539.2509.