



50K SILVER MEDALIST TYLER ANDREWS SHOOTS FOR 50K WORLD RECORD AT SANTA BARBARA EASTER RELAYS (APR 13, 2018)

NEW YORK, NEW YORK - March 2, 2018 - STRIVE Trips announced today that Co-Director Tyler Andrews will try to topple the 30-year-old 50K world record at the Santa Barbara Easter Relays on April 13, 2018. The record is 2:43:38 set by Thompson Magawana (RSA) three decades ago on April 12, 1988.

A Co-Director of STRIVE Trips and member of HOKA ONE ONE®'s Elite Athlete Team since 2014, Tyler has become one of the top 20 marathoners in the United States, having competed at the 2016 Olympic Marathon Trials and twice representing the US National Team at the 50K World Championships where he finished as the individual silver medalist in 2016. When not running, Tyler organizes running-based travel programs for [STRIVE Trips](http://www.strivetrips.org), leading cultural immersion and community building trips to Kenya and Peru for high school students, college interns, and adults/families looking for unique life-enhancing experiences filled with adventure and athletics.

The World Record attempt will lead off a weekend filled with Track & Field events at La Playa Stadium at Santa Barbara City College, beginning at 8:30am (PDT). Fans can follow the journey along with Tyler for the last 6 weeks of his training and watch a free live stream of the event on race day at www.strivetrips.org/50k.

About STRIVE Trips

STRIVE was founded in 2009 to promote growth, learning, and adventure for active people through travel to Kenya and Peru. With trips for high schoolers, college students, and adults, each program is designed to provide a unique cultural immersion experience, taking participants to remote and inspiring locations where they can enjoy daily athletic training and learn about and contribute to ethical service projects. For more information, visit www.strivetrips.org or follow @strivetrips.

About HOKA ONE ONE®

HOKA ONE ONE® is the fastest growing premium running shoe brand in the world. Two life-long runners launched HOKA in 2009, after years spent handcrafting and shaping lightweight shoes with extra-thick midsoles. Initially embraced by ultrarunners because of enhanced cushioning and inherent stability, HOKA now offers shoes for all types of athletes who enjoy the unique ride the shoes provide. For more information visit www.hokaoneone.com or follow @hokaoneone #hokaoneone.