

## **Personal From Mr Mouse**

Welcome to this 2017 Year Finale of 30 Years **TRADITIONAL Tough Guy®**

You will receive:

- 1) A beautiful Gold Brass Cast Memory Medal for your treasure chest!

### **January 29<sup>th</sup> 2017 - TOUGH GUY® TO GO OUT WITH A BANG!**

We are constructing 30 NEW OBSTACLES to commemorate 30 years of Tough Guy®. 100 Years since 30 x 10,000 men or more were killed in muddy trenches, bodies eaten by rats, lice and vermin. (Yes, over 300,000 men died at Passchendaele!)

### **Battle of Passchendaele, Verdun**

**2017 will be honoured with a huge Fireworks Display**

**30 x 10,000 Men Died, Yes 300,000!**

Mr Mouse is constructing 30 NEW OBSTACLES. A series of steep slides and scrambles upwards, belly slide, bum slide, standing board slide, water slide into the lake, you scramble back up a muddy steep to a half pipe. A mountain bike circuit, a wild bronco rodeo, tyre rolling and big tyre zorbing plus the dreaded Ice Cap, see picture.

Including many Muddy Trenches with the evils of lice and vermin endured by our Gt Gt Forefathers as they were killed and left to sink into the mire. Commemorating 30 x 10,000 or more men, all of our Great Uncles (yes, over 300,000) in 30-mile-long muddy ditches.

### **Tough Guy® Brand Sale OR Partnership**

Talks are in progress with a huge multibillion quids company who want to buy Tough Guy® Brand, but want to move it to a British Stately Home. An online petition has commenced to keep Tough Guy® in its original surroundings. Mr Mouse's Family and Friends, Special Forces and Ghost Squad are working towards this aim by constructing 30 New Obstacles for January 29<sup>th</sup> 2017. The enthusiasm may build 30 more of the best Mud Fun Fear Climbing and sliding to make this 10 time Tougher than any other imitation.

Can Tough Guy® Lead The World To Peace?

### **The Future of Mr Mouse Family Land**

We live here, we own the land, we commenced Tough Guy® as FUNdraising for the Charity which has been here for 40 years (attached). Tettenhall Horse Sanctuary, Charity No. 1102444 is our beloved Horse, Animals and Unfortunate People sharing our care, serving and saving.

### **Perton Adventure Centre for Boys & Girls / Rugby Club**

See attached our plans to grow this locally to provide us with a reliable permanent squad of Running Marshals / Officials / Medics / Divers / Cadet Marshals for the future events.

## **WORDES – World Obstacle Runners Discipline Equality Society**

We also have met with Benelux OCRA (the nicest people on the planet) who are proposing a European Alliance of OCR. This I do envisage as Britain and Europe leading the world.

**JULY 1<sup>ST</sup>/2<sup>ND</sup> 2017**, together we will hold the European OCR Championships with Equality Ratings **On Tough Guy® Course**. The World's Toughest, Most Obstacles, 10 Times Tougher Than any Imitation.

You will receive full information on the progress.

### **Mr Mouse Legacy**

See also attached my legacy which I have been working on for 4 years. I am number one living Tough Guy® after Alf Tupper, The Legend!

I will be here guiding you with my wisdom for the next 50 years but I am living with a virus which attacks on a now weekly basis.

**SO IF I DO NOT WAKE UP ONE MORNING? I WILL BE HERE IN A SMILING MOUSETACHE ICE BLOCK!**

Would you like a personal cloth image badge? As shown? Simply make a donation to [www.charitygiver.com/charity/this](http://www.charitygiver.com/charity/this)

### **Tough Mudder**

If you are approached in anyway by Tough Mudder **PLEASE DO LET ME KNOW.**

This is all good evidence of their disgraceful disregard of a USA, New York Court Order, July 1<sup>st</sup> 2011, which clearly warned them that they must not in any way contact Tough Guy® Participants/Supporters nor disparage by copying Tough Guy® Obstacles/Actions/Special Forces/Unique Wordsmith of Mr Mouse.

**Motto** : Fighting Greed, No. 7 of the Deadly Sins – Anger, Bitterness, Cheating, Dishonour, Envy, Facebook Fury, is the rent we pay to God for our pleasures, by sharing all will gain more.

Ever Smiling, Ever Praying that ORunning Brings Peace To This World,  
Mr Mouse.

## **Mr Mouse Legacy for my Family of Friends.**

Greeting t y'all from Mr Mouse.

A personal message to all good friend with concern that 2017 is the last Tough Guy.

**The reason for creating my legacy is that I may not wake up one morning!!**

I am 80 years old in 2017 I am fit and healthy to walk and run every day, I spend long long hours writing my life history for biographers and legacy.

But I have a mystery virus which locks up my intestines and create blackout concussion, since 2013 every 2-3 weeks totaling over 100 blackouts with 2-3 days recovery.

I have seen 24 specialist doctors and hospital visits for Endoscope inner examination, full x-rays, 2 brain scans, full heart monitoring. They all say it's a mystery.

### **Monday August 1st**

They asked and I agreed to guinea pig experiment enduring 45 minutes on tilt table heart and brain monitor.

Over the past 4 years I have changed diets several times and developed my own set of unique exercises.

I feel great, look good, work strange night time hours. I have said I will do another 20 years active service to the guidance of obstacle running then slow down until I am 140 years old for my next review.

**BUT THE FACT REMAINS - I MAY NOT WAKE UP FROM ONE OF THESE BLACKOUTS!**

**THE HOME OF THE ORIGINAL TOUGH GUY OBSTACLE COURSE WILL ALWAYS BE HERE.**

Mr Mouse Ghosts, Special Forces and my family will always be here they

have all pledged.

## **ORUNNING CHAMPIONSHIPS JULY 1<sup>ST</sup>/2<sup>ND</sup> 2017**

Benelux, Euro Alliance of OCR have provisionally booked July 1<sup>st</sup>/2<sup>nd</sup> 2017 for European Championships.

Also WORDES – WORLD ORUNNERS DISCIPLINE  
EQUALITY SOCIETY CHAMPIONSHIPS.

### **Young Adventure Centre and Rugby Club**

We also have decided to expand the charity which has been here for 40 years helping Horses, Animals, Kids off the street, unfortunate people and Disabled Persons.

We now will publicise that our obstacle fraternity will help Limbless Disabled, P.T.S.D and Manic Depression.  
These you will read on the enclosed.

So please be assured that you are at the Heart of our Family and Friends.  
Soon when we get the shares Company installed you can become shareholders.

I am here for questions you would like to ask.

Ever Smiling

Ever Praying to God that ORunners bring Peace to this world.

My suffering is a Tough Guy® Endurance.

**ME?** It is an ailment, not an illness. I believe it is a bug which lives in the lower region of the body called Helicobacter Pylori, investigated in Australia. Medical Science here in Britain do not yet accept it! See <http://www.nhs.uk/ipgmedia/national/core%20charity/assets/helicobacterpylori.pdf>

#### **This Damn Bug**

It lives and thrives in the human regions of abdomen, stomach, intestines. It creates massive indigestion blockages in the inner diaphragm of the food canals. In my 4 years of living with the bastard I have tried every way to starve it, choke it or poison it with massive doses of anti-biotics, pure vodka, Korean Red Ginseng in overdose but it is thriving and attacking me more often, moving from 3-4 weekly in 2013-14 to 2 weekly in 2015-16. Thence in August 2016 it moved to weekly. Thus on Saturday 20<sup>th</sup>, Sunday 21<sup>st</sup>, Monday 23<sup>rd</sup> it came at me with such ferocity I decided that I had better write it all down and expose my ordeal in the possible event that I may not survive this massive attack.

Through Wednesday 23<sup>rd</sup> and Thursday 24<sup>th</sup> my stomach was on fire, so was my bladder, my colon, my kidney, my bowels, even my feet, all burning hot! I had to lie in bed most of the time, just take a look at my daily diary! Horrors! Thus I released the story to you all. For the past 4 years I have consumed each day the limit of painkillers, twice/three times daily 1000/500mg of Paracetamol, 1000mg of Ibuprofen, then on August 16<sup>th</sup> I decided to stop taking these and do cold turkey.

On August 4<sup>th</sup> my Doctor who supplies me with Erythromycin Antibiotics, which is the only help to keep me working when the bug strike, my Doctor said 'Rather than dosing 2/3 table twice each day when it strikes, try taking one tablet every day', which I have done whilst doing cold turkey without painkillers.

Monday 23<sup>rd</sup> I went to bed at 6:30pm having consumed 2 large glasses of my special cocktail – ½ measure vodka, Bacardi, Campari with 400ml of Soda, named by me and Ed Ghost Squad (Lick My Bollocks - see attached) LMB Cocktail. I could feel all of these burnings having to get up every hour for a piddle, the burnings became worse at 11:00pm, I swallowed 3 Erythromycin Antibiotics. I sweated so much that the bed was absolutely soaked.

By 6:00am the burnings had subsided but I was so racked with locked in indigestion to all regions I could hardly walk. So I stood for half an hour in the bathroom and pummelled my whole lower regions, front and back with my fists. I blew out an endless stream of burps and belchings. I emptied my bowels and bladder burnings. I showered, drank water all day, no food. At 6:00pm Friday 26<sup>th</sup>, we ate Best Sirloin Steak, 2 Glasses of my cocktail and slept until midnight.

I have risen to write this account of surviving the latest bug attack. I feel good and fit again, relieved that I have written this because I am totally against self-pity.

I will search for a Medical Science Doctor who will study all of my writings for the damn good of others whom Doctors have no answer for with similar symptoms.

I have met and talked to 5 other people suffering similarly. There must be hundreds who are suffering similar with Doctors and Hospitals saying that **IT IS A MYSTERY**, simply because they have **NO BOX** to put in except Irritable Bowel Syndrome. What a lazy bunch of scientists?

## **Paragraph II**

Similarly, with everything in life's problems which I come across, I push it to its limits to find the answer. See the story of Susan's 'Could We Have Done More?' Plus Melanie suicide note of being stopped completing Tough Guy®.

In 1958 I caught the bug PTSD, so once I found myself in black dog, I went in deeper to see how bad it gets. It was a huge black cave without a chink of light. Then the demons creep out of the walls, calling come and join us in hell, put your rifle in your mouth, it only takes a second! There were dozens of demons and sirens calling from the black walls, so I punched and throttled every one of them, tearing at their evil black walls until I found the light and brightness of sunshine smiling at everything in life, good or bad. I was 21 years old and had been a Grenadier Guard for 3 years, experienced battle zones but I had problems at home with being the eldest son of a supreme mother, 2 sisters, a brother and a lodger at home. Under consultant threat from a drunk violent father.

The Army Doctors had put me in St John's Hospital, London, under a psychiatrist. I remember it was an all-white room, just in bed all day and they left me there.

After 2 weeks I received a visit from a young officer asking if I needed anything? I replied 'I have no soap, no toothpaste, a blunt razor and no money to buy anything!' I said I could do with a job. I became a ward orderly in the lost limbs and seriously wounded hospital wing. Here were dozens of guys from Korean wars, from Aden and Cyprus, missing arms, missing legs and one guy in particular had his jaw shot off, his mouth was held together with a brace so he could not speak but could gurgle, 'Gug Morg' with a happy smiling attitude. They all had the same happy smiling thankful for being alive.

I remember that turning point in my life. I went back to Pirbright Camp, I sat in the beer bar with a pint, it was 2/3<sup>rd</sup> full, I gazed at it and said to myself 'I will never again allow self-pity to overtake me, I will never pity anyone with self-pity, I will be absolutely tough and Ever Smiling! Battering the sufferers to overcome their weaknesses.' My buddy and fellow Barber Shop proprietor named Eddy Edwards suggested that we should sign on for life (22 years) and join Special Forces to get into the Front Line Killing Adventures. Eddy would get me up at 5am and off we went running and training through dense terrain (this is where Tough Guy® was created). Then after the work day we would go out on the town drinking and enjoying, then break into the cookhouse for a late snack.

Eddy signed on and received £200 bounty which we spent on a trip to Ireland with the intention of going to Killarney with an Irish Guard Tailors Shop small guy, we never got further than a Dublin Guinness Bar where we drank, slept and woke to more Guinness.

We got back to Camp, it was my turn to sign on and get £200, I did the Para course. Then one day a Platoon of 40 squaddies were marched in to the Barbers Shop. The Sgt said 'Cut their hair'. Eddy said 'We cut these guys only 3 days ago'. The Sgt, nasty idiot said 'Cut Them!', so we did The clippers drew blood on some of them which their Sgt smirked at. The next day on Parade the inspecting officer looked at their shaven heads and said 'Who has done this?'. Eddy was marched before the CO where he refused to speak and blame the Sgt. He said to me 'The Sgt is a married man, his wife and kids will suffer'. So Eddy got 14 days Preventative Detention and RTU (Returned to Unit) which split us up as great companions.

I was marched in to sign on for 22 years and join Special Forces. I refused telling the CO of the loss of my buddy. I said that I had troubles at home which I need to address for my mother and family, with a drunken violent Father. So I was offered an undercover position helping Birmingham Criminologists and infiltrating the criminal gangs of Illegal Imports via Ireland, and Tax Evasion suspects, using my position as Barber and owner of Wolverhampton's first Night Club, that was a very exciting, dangerous, adventurous part of my life. 1958 – 1965.

Note on Sunday 28<sup>th</sup>, Monday 29<sup>th</sup> thro the morning of Tuesday 30<sup>th</sup>, I have endured further attacks by the bug. 3 hour blackouts with strange dreams and lifeless lie in bed BUT today 30<sup>th</sup>/31<sup>st</sup>, I get this all written down feeling young, fit and healthy.

## **Life Begins At 70**

You will soon read my exercise and diet sheets to get the millions of over 70's looking forward to 30-70 years of wisdom, fitness and daily smiles!

# Fitness regimes work out route to brand success

THE PARTICIPATION OF FITNESS BUSINESSES  
PARTICIPATION

**Andrew Cave and Alex Miller** investigate the phenomenal growth of the exercise disciplines that inspire cult-like devotion

**B**randed mass-participation fitness regimes have been quick to get out of the starting blocks, demonstrating the potential for basic physical exercises to add value for businesses.

CrossFit, co-founded by Greg Glassman in the United States in 2000, is now practised by members of more than 13,000 affiliated gyms in 142 countries.

Promoted as a physical exercise philosophy for people who complete "workouts of the day" and also as a competitive fitness sport, CrossFit incorporates elements from high-intensity interval training, weightlifting, powerlifting and strongman competitions.

Mr Glassman has described it as "not a specialised fitness programme but a deliberate attempt to optimise physical components" in 10 areas of fitness: cardiovascular and respiratory endurance, stamina, strength, flexibility, power, speed, co-ordination, agility, balance and accuracy.

He says CrossFit is about "world-class fitness" and has told followers: "Routine is the enemy. Keep workouts short and intense. Regularly learn and play new sports." This approach has won CrossFit strong followings among individuals and corporates, with Reebok

Reebok first identified the possibility of a potential partnership with CrossFit in 2009, and has stood side by side with the sport as it has developed from a niche pursuit to become a global sporting and cultural phenomenon.

Reebok changed its previous focus on professional partnerships and

elite athlete endorsements to throw its weight behind a niche group of workout fanatics, with the unrivalled NBA or NFL star being successfully replaced with the reliable human CrossFitter.

In return, CrossFit's community-led nature and constant need for participants to better themselves

has been invaluable in helping Reebok to transform its own identity. Both the current brand 'Strapline of 'Be More Human' and the new Delta logo embody the mental, physical and social change needed to better oneself.

**Ellie Carter-Silk**  
Fitness and Training  
Manager, Reebok

## PARTNERSHIP HAS MADE ITS MARK

Reebok first identified the possibility of a potential partnership with CrossFit in 2009, and has stood side by side with the sport as it has developed from a niche pursuit to become a global sporting and cultural phenomenon.

Reebok changed its previous focus on professional partnerships and

event series in which people tackle 10 to 12-mile military-style obstacle courses, after coming up with the idea at Harvard Business School. More than two million people have taken part.

Tough Mudder calls itself "probably the toughest event on the planet". Its commercial partners include sports brand Merrell, Jeep, Virgin Active, Bosch and Microsoff's fitness band. It is said to have revenues of more than \$100m, while the "mud obstacle race" market is worth \$250m a year.

Mr Dean told this year's Telegraph/Standard Life Investments Business of Sport conference that he sees Tough Mudder taking advantage of "big

**Object of the exercise** The workout market has been proved to have great pulling power in recent years changes in media rights, digital media and sponsorship activation. "Mass-participation sports are changing with the growth in non-traditional sports like our own and themed 4,000m races", he said. "Digital media is becoming more important, the way partnerships work is changing and lots of new players are entering the market. It's a very exciting time."

People compete in CrossFit, whose values are "humility, self-challenge and communal support". But Tough Mudder discourages competition; races are structured to you need the help of others to complete the course. Both inspire cult-like devotion. CrossFit was described by Quartz digital magazine as having "rabid participants", while more than 3,000 people worldwide have tattoos of the Tough Mudder logo.

"We identify with something. We mean something to people," Mr Dean has said. "What is a cult brand? It has values, meaning."

Generating that level of devotion is the holy grail for sporting brands and associated businesses. But the key is that it starts with grass-roots participation. If CrossFit and Tough Mudder can keep those numbers rising healthily, there is considerable potential for both in the years ahead.



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# Potential. Delivered.



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NEWS REVIEW

# Forgiveness. Could it be the answer to everything?

New research shows letting go of grudges brings huge physical and mental benefits, says Anna Hart

**W**hen we watched Terry White forgive Hebeilah for holding him hostage for five years, or heard Nelson Mandela's words of forgiveness to his South African jailers, or read about Corrie Ten Boom, who forgave the guards at the Ravensbrück concentration camp where her father and sister perished, it was easy to marvel at the heroic nobility of such people - while hard to imagine doing the same.

Of all the virtues, forgiveness feels farthest from our reach - or as Pope Francis suggested this week, of women who had committed the sin of abortion, something we should seek from a higher power. Within psychological circles, though, forgiveness is fast becoming something of a buzzword, with a growing body of scientific research indicating how transformative it can be for the injured party as well as the wrongdoer - lowering the risk of heart attack; improving cholesterol levels and sleep; reducing pain, blood pressure, levels of anxiety, depression and stress - and how detrimental holding onto grievances can be. "There is an enormous physical burden to being hurt and disappointed," says Dr Karen Swartz, director of the Mood Disorders Adult Consultation Clinic at the Johns Hopkins Hospital in Baltimore.

Just as *Gratitude Journal* apps have taken the world of positive psychology by

Megan Feldman: resentment is poison



but reached out to the killer's family and became close friends with them - together they started an organisation devoted to violence prevention work with at-risk youth.

What began as a straightforward interview turned into a two-year investigation into the F-word. Her book grapples with what forgiveness means in the first place, why it matters, and how you go about mastering up compassion for someone who has wronged you - or yourself for the mistakes you've made in life.

In Azim's case, not everyone understood his decision to forgive, including Jennifer, Turley's 20-year-old fiancée of just six weeks. "Jennifer was never able to forgive, although I worked with her for many years on this," says Azim, sadly. Seven years after Turley died, Jennifer overdosed and committed suicide.

"One point that's important is how misunderstood forgiveness is," says Feldman. "I had always associated forgiveness with condoning or excusing a behaviour; if you forgive something that you couldn't seek justice, or file charges, or sue. That's not the case. Just because you have to forgive, it doesn't mean you have to excuse. I'm not saying we can't be angry. Anger is a natural response to pain and injustice. Anger motivates action. It's when anger hardens into bitterness and resentment that it becomes dangerous."



Tony Hicks, who was shot dead by his ex-girlfriend, was shot dead by Tony Hicks in a gang initiation at 20

Feldman's quest to understand the nature of forgiveness took her as far as Rwanda, to hear the stories of genocide survivors, but she also found a lot of material much closer to home - people who were bullied at school, betrayed spouses, neglected children who forgave their parents.

The implications of forgiveness seem enormous. It has been much maligned for years, dismissed as criminals of the book, and even religious dogma, or as weak, letting Merriam-Webster (dictionary) definition of "forgiveness" is "to give up resentment"; points out Feldman. "Giving up resentment doesn't mean excusing. It doesn't mean

relinquishing justice, and it doesn't require reconciliation.

After she'd established what forgiveness meant to her, Feldman turned her attention to its effects, and swiftly found herself assessing 20 years' worth of research into its psychological and physiological benefits. She quotes Dr Frederic Luskin, co-founder of the Stanford Forgiveness Project at Stanford University, who explains: "When you don't forgive you release all the chemicals of the stress response. Each time you react, adrenaline, cortisol, and norepinephrine enter the body. When it's a chronic grudge, you could think about it 20 times a day, and those chemicals limit creativity, they limit problem-solving. Cortisol and norepinephrine cause your brain to enter what we call the no-thinking zone; and over time, they lead you to feel hopeless and like a victim. When you forgive, you wipe all of that clean."

When he talks about forgiving resentment is like drinking poison and then hoping it will kill your enemies" As Feldman points out: "It turns out this is literally true - harbouring resentment increases your risk of heart disease over time. Resentment damages your brain." However counselling the psychological and health benefits put theory into practice remains. But



Turley's father, Azim, above left with Plus Fick, the grandfather of Tony Hicks

Feldman is adamant that it can be harnesses through exercises that foster compassion and empathy, much like CBT rewires the brain. There are huge social gains to be made by embracing forgiveness, and Feldman argues that it warrants serious consideration within our social institutions, citing school and juvenile justice programmes which have implemented "restorative practices" - based on reaching resolution between victims and offenders - not just in the US, but closer to home in Hull.

Indeed, The Hull Centre for Restorative Practices, founded in 2007 by Alan Macdonald and his wife Nicola, began implementing such practices among the city's public services after Mrs Macdonald, also head teacher at Collingwood Primary School, used them to take her school from special measures to outstanding. Under her leadership not a single child has been excluded in the past 10 years and Collingwood is now one of a network of 10 "restorative" schools across the city. Similarly, Humberside Police now use restorative practices to deal with all first-time offenders, which has halved reoffending rates among young criminals.

Today Azim is a speaker, author of three books on forgiveness, and chief executive and founder of the Turk-Khamsa Foundation (tkf.org) which tackles youth violence. In two weeks he's running a two-day forgiveness workshop in Surrey as part of the forgiveness subject area. Right the leading light in the forgiveness field, which was empty in 1983, when he wrote his first book. Back then, for any reflection on forgiveness, you had to look to the scriptures," he says. "Today it's a widely respected field with a huge body of scientific research to back it up."

"When I stopped blaming the world, it changed my life," concludes Feldman. "Forgiveness isn't about the past, it's about the future. And it's not just about forgiving others, but about forgiving yourself. Don't beat yourself up for that mistake you made a year ago - or this morning."