



PRESS RELEASE

Global Premier of *In Constant Motion*

“If you’re not moving, you’re dead” – according to leading distance athlete Adam Campbell, until a near fatal fall has him questioning his mantra.

VANCOUVER, British Columbia, May 9, 2018 -- Arc'teryx is proud to announce the global on-line launch of the award winning film [*In Constant Motion*](#).



The movie, which was honoured with the Vancouver International Mountain Film Festival’s (VIMFF) award for “Best Mountain Sport Film”, follows Adam Campbell, Arc'teryx athlete and world-renowned ultramarathon runner, on his road to recovery after a near fatal fall.

"If you're not moving, you're dead," says Campbell. The mantra 'motion above all else', both thrust him to podium finishes at competitive mountain events, and also pushed forward his challenging recovery.



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Campbell's forward motion came to a grinding halt on August 30, 2016, when he experienced a near fatal accident while attempting a traverse through Roger's Pass in B.C., with runners Nick Elson and Dakota Jones.

Grabbing a loose rock hold, Campbell tumbled nearly 200 feet, sustaining four broken vertebrae, a crushed iliac crest and deep lacerations to the bone. With a body now supported by titanium rods and screws, he questions his future as a professional athlete.

Ten months later, while searching for the athlete he once was, Campbell finds himself at the start line of the Hardrock 100, an ultra he podiumed at in the past. It's within these hundred miles Campbell discovers that physical rehabilitation is only part of his recovery, and what he's looking for can't be won on the podium.

My accident was horrifying and scary to me and my family, but it also came with surprising silver linings. It brought me closer to my family and forced me to be vulnerable in ways I had never let myself be before. I hope that in sharing a bit of my journey that I can share some of the positive lessons that I have learned as a result of my accident and through my recovery.

Circle your calendars on May 9 for the film's global online launch at arcteryx.com.

Trailer can be viewed [here](#)

Adam will also tour with the film at the following Arc'teryx brand store locations:

Vancouver – April 21st

Portland – May 5th

China – May 10th

Japan – May 18th

Denver – May 31st

London – July 3rd

Adam Campbell will also present and talk about *In Constant Motion* at the Arc'teryx Alpine Academy in Chamonix-Mont-Blanc, taking place July 5th-8th.

To request an interview with Adam Campbell, please contact

Jo Salamon at anna.pretnar@arcteryx.com

Press Kit - <https://arcteryx.box.com/s/m0ed9z6wexijuatx2zu164j1pxamc4nv>

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Adam Campbell likes loves exploring his backyard and challenging himself on foot, skis and on rock. He was raised on the beaches of Lagos, Nigeria to Canadian parents, but now calls the Canadian Rockies home. He has competed in, and regularly place on the podium at some of the world's most challenging and competitive mountain running races and trail ultramarathons. This includes podium finishes at the Ultra Trail Mount Fuji, Hardrock 100, UTMB, Squamish 50 and the Canadian mountain running championships. Adam is also a member of Canada's ski mountaineering team and has the Fastest Known Time on many Canadian mountains and trails.

When not running around the mountains, he's an environmental and business lawyer. He is also a co-owner of Canada's largest trail running series and is a vocal advocate for getting people, especially children, to reconnect with nature and explore their own backyards, parks and neighbourhoods through human powered movement. These days Adam is most inspired by "alpine running" – taking his fitness and love of human powered movement and combining them with technical mountain skills to approach the mountains in a light and fast way, although a recent accident has caused him to re-evaluate his approach to risk and mountain pursuits.

Arc'teryx Equipment is a technical high-performance outerwear and equipment company based in North Vancouver, Canada. Our relentless commitment to design, craftsmanship and performance delivers breakthrough experiences.

The company's industry-leading design and unique in-house manufacturing center creates technical products that can be trusted to perform in moments of extreme need.

Arc'teryx distributes its products through more than 3,000 retail locations worldwide, including 21 branded stores globally. www.arcteryx.com

Arc'teryx is named for the Archaeopteryx Lithographica, the first reptile to develop the feather for flight. Evolution in Action.