

**Congratulations to our colleague [@Jim Freiss](#) as he took on the challenge of the Moab 240-mile trail race in Moab, Utah!**



On a regular day, our friend and colleague Jim is an experienced Engineer who travels the world and takes on unique projects and collaborates with different Mowi facilities and Operations Teams. But, on his personal time, he takes on challenges that help the world a better place. Particularly, a better world for the blind. His passion of running and cycling on many occasions has been combined with fund raisings for his favorite organization: Seeing Eye® dogs.

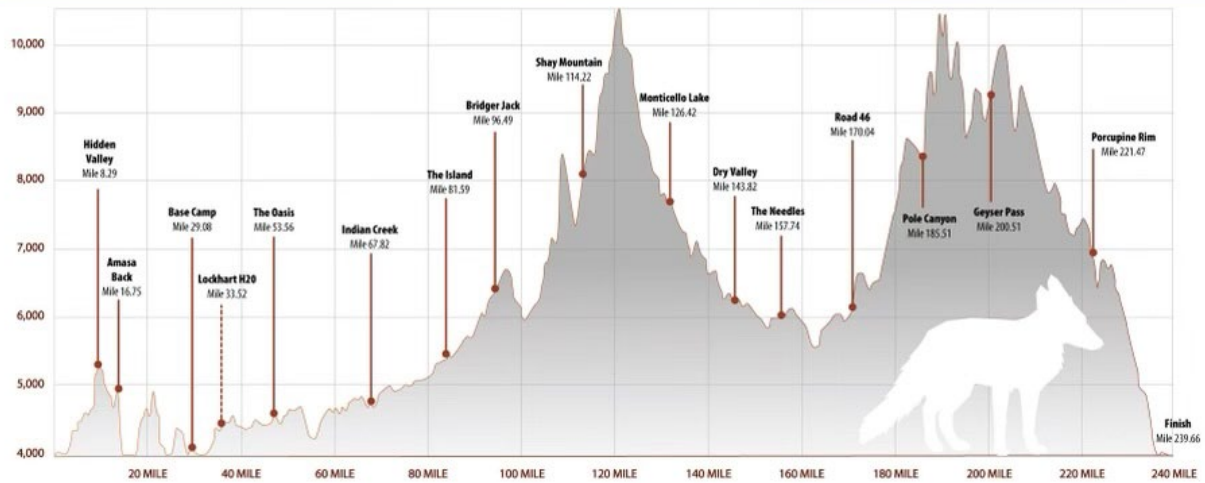
This month, on October 13<sup>th</sup> Jim took on an extreme challenge to run across the desert and over two mountain ranges in **Moab Utah to complete his first 200-mile ULTRA marathon!** The race started and ended in the town of Moab as it required for the runners to traverse 240 miles and 31,000 ft of ascent over about 116 hours.



What moved Jim for such an incredible and extreme experience? "Going the Distance for the Puppies!" But not any puppies, these are for Seeing Eye® whose mission is to enhance the independence, dignity and self-confidence of people who are blind, using specially trained Seeing Eye® dogs.

The MOAB 2004 is a run for experienced athletes, it takes on a brutal decline of the body and mind while going through different elevations, weather conditions, and nature presence. Jim is such an ULTRA runner building body condition, mind strength and endurance through years of discipline and training. The MOAB 2004 is considered one of the Extreme races in the country where only few can successfully finish.

## MOAB 240 ELEVATION



The race was capped at 200 participants, but only 112 finished. Big Cheer Up to Jim, who finished in 84<sup>th</sup> place with 4 days 14hrs, 3 minutes and 41 seconds! He slept 5.5 hours out of the 110 hours, but his goal of “Going for the Distance” for the puppies kept him moving.



Heading to mountain range in the distance which Jim had to summit at 3 points.



Jim had to get medical attention to feet. A requisite at this race.



Climbing up into alpine region.



Gentle mountain climb at mile 200

As Jim reflects on his achievements to raise funds for The Seeing Eye, Inc: “This year has been a highly productive year for my athletic and philanthropic pursuits outside of Mowi with the completion of a

960-kilometer charity bike ride across the state of New York in August and a 385-kilometer trail race, this past weekend, through the deserts and mountain ranges of the Moab, Utah region. The bike ride, our highlight for fund raising each year, raised 44,000 USDs and the MOAB 2004 run raised about another 1,000 USDs for the same foundation (The Seeing Eye, Inc.)". He also shared that "The MOAB 2004 is a solo adventure and the longest run of my life having never raced at distances over 176 kilometers previously. It was a daunting pursuit, but I always felt could be executed with the right mindset. The mind and the body both need to cooperate in these pursuits! The weather cooperated and ranged from 30 C in the desert sections to minus 4 in the alpine sections above 2,750 meters. The climbing was tough through the mountainous sections requiring 9,500 meters for ascent from the start to the finish".



**Jim's Puppy Ride  
Friends and Big Supporters**



**Jim and his team  
at mark 67**

As we interviewed our dear Mowi colleague about this incredible journey and experience at MOAB 2004, he humbly mentioned "I have found that Mowi is a great company to be associated with when it comes to me outside athletic and philanthropic activities. Their outlook toward sustainability, healthfulness, athleticism, and community engagement and support, makes me feel like I fit in even if my pursuits may be a bit extreme for most!"

Congratulations for this big accomplishment Jim and for showing Mowi that we can all take on personal causes and make a difference in the world that we live. We are proud to work with you!

Please consider supporting The Seeing Eye, Inc.! While the raise ended, you can still DONATE HERE: <https://lnkd.in/epdyXYp5> or at: <https://www.justgiving.com/page/moab240>

Here is eagerly waiting for an exciting 2024 as he can't wait to plan more adventures soon on "Going the Distance" for the Puppies!

Coming soon November 9<sup>th</sup>, listed to Podcast Story with more details at Mowi USA - Decoding Seafood. Stay tuned!