

Case Study: Kurt Bauman

In the summer of 2002 Kurt Bauman had the shock of a lifetime. At the age of 35, he learned that he had Type 1 Diabetes and faced an unrelenting battle to control his blood sugar for the rest of his life. Never an avid athlete or runner, he spontaneously entered his name in the lottery for the New York City marathon as a way to push back. How simple life-altering events can seem when they occur.

Surprisingly enough, Kurt won a bib number. And after 18 weeks of rigorous training, ran with an insulin pump and food reserves, checking his glucose levels every 5 miles. A profound feeling of accomplishment overwhelmed him as he crossed the finish line... and in that moment a mission was born. Kurt Bauman has committed to running 50 marathons in all 50 United States. So far he has completed marathons in seven states with 3 more planned for 2009. In 2010 Kurt will even run a marathon in Antarctica!

Passion for his mission has naturally led into motivational speaking and corporate training. But Kurt was unclear on how to promote himself effectively, develop a cohesive brand and build relationships with associations and sponsors around the world.

That's where Akamai Consulting came in. We've built a stellar campaign from the ground up including web design, a promotional video, print collateral, press releases, contracts and much more. Kurt is well on his way to living his dream of running, training people to think outside the box, and inspiring a nation of diabetics to strive for fitness and push themselves to achieve greatness.



"Trish, you are the coolest publicist on record... entertainment types could learn a lot from you!"