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Headspace Promotions, LLC

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Pop-Culture Icon, Aron Ralston, Live

March 30, 2015 Ft. Myers, FL – When *The Simpsons* parody your story, you know you are officially a pop-culture icon. Such is the case with Aron Ralston, as *The Simpsons* gave a one-arm salute in one of their annual “Treehouse of Horror” episodes. If you aren’t familiar with Aron’s story, you will be enthralled to hear his ordeal. After hiking 7 miles into Utah’s canyon country, he accidentally dislodged an 800 lb. boulder that crushed and pinned his right hand. His story is one of survival and courage. He will tell his story and how he summoned the courage to do the unthinkable. His NY Times bestselling book, *Between a Rock and a Hard Place* became the major motion picture *127 Hours*.

“When telling people about Aron, we have yet to come across anyone that says they would have been able to do what Aron did to survive,” Rob Maier said, Partner, Headspace Promotions. “His story is truly amazing. It is interesting to hear how he assessed his situation, came up with various plans of survival, and ultimately had to put the worst case scenario into action. Most people say they would not have survived and would now be a skeleton waiting for someone to find.”

Aron’s story didn’t end with his self-rescue. Since his amputation, Aron has designed a new prosthetic arm and returned to his outdoor passions. He finished climbing Colorado’s 59 “Fourteeners” solo in winter. He has skied from the summit of Denali, North America’s highest mountain. He has led a rafting expedition through the Grand Canyon. He is an advocate for wilderness protection. In February 2010, he embarked on his biggest adventure yet – raising his toddler son, Leo.

“Aron is truly remarkable. Obviously he does not give up.”, said Rob Maier, “Everyone should hear his story.”

Headspace Promotions LLC will host their third and final speaker for their 2015 ‘Meet the Real’, on April 15 with Aron Ralston at the Barbara B Mann Performing Arts Hall at 7:30 pm. He is the real ‘127 Hours’ as portrayed by James Franco in the movie.

About Headspace Promotions, LLC

Headspace Promotions, LLC (www.speakingofsouthflorida.com) created the Speaking of South Florida speaker series to bring speaker events annually to South Florida for the purpose of exchanging ideas, opinions, and perspective for the enrichment of the community it serves. Our Speaking of South Florida series is themed-based such as 2015’s ‘Meet the Real’, however inspiration may be drawn from world affairs, reluctant heroes, life-time achievers, universal educators, and entertainers.

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