

MEDIA CONTACT: **Jessica Commins**
press@thebadassproject.com

THE BADASS PROJECT REMOVES EXCUSES AND REDEFINES “DISABILITY”

Nonprofit organization profiles “Badasses” who have accomplished amazing things after having been dealt physical handicaps, effectively nullifying most “I can’t” excuses typically given by so-called “able-bodied” people

CLEVELAND, April 20, 2011 — What do athlete [Kyle Maynard](#), speaker [W. Mitchell](#), artist [Jessica Blinkhorn](#), and comedian [Josh Blue](#) all have in common? Despite what many would consider physical disabilities, each of these extraordinary men and women have refused to make excuses and gone on to accomplish awe-inspiring achievements in their lives. They, and many others, have chosen to look their challenges in the face, and as a result, are all inspiration for a new, not-for-profit organization, The Badass Project.

Launched in January 2011, The Badass Project is the brainchild of blogger, business coach, marketer, and entrepreneur, [Johnny B. Truant](#). Originally inspired by the likes of colleague [Jon Morrow](#) and outdoorsman [Warren MacDonald](#), Truant wanted to create an organization that helped bring light to the extraordinary accomplishments of those around him.

“I’ve actually talked for years about wanting to start something where I was able to reward people for just being awesome,” Truant says. “I thought these people were such incredible inspirations and the only word that I could come up with was ‘Badasses.’ I wanted the world to know about them and I wanted people to see that when they think they have an excuse, they don’t.”

The Badass Project serves two purposes: to honor those who do extraordinary things despite what most would consider physical setbacks, and to inspire other, more able-bodied individuals to dig deeper and live up to their potential. Through weekly interviews posted on the organization’s website, Truant and his team highlight a different person each week whose stories serve to celebrate and inspire. Within the first year, the team will host a virtual conference to celebrate all nominated Badasses and will award one publically-chosen Ultimate Badass with a cash prize. Truant says it’s simply to share with the world what these remarkable men and women are doing with their lives.

“I want these amazing Badasses to get the recognition that they deserve,” he says. “But I would also like to see others acknowledge that there’s more in themselves than they’re currently allowing. It’s not necessarily just a site for people with handicaps – it’s also for folks who are ‘able-bodied’ to realize that there’s more in themselves than they could ever imagine.”

Quick facts about the Project...

- The Badass Project was founded by Johnny B. Truant and is a not-for-profit operation.
- Voting for the Ultimate Badass award begins in September 2011.
- The first Badass Conference will be an online event, held in October 2011. The winner will be announced during the conference.
- The winning Badass will receive \$5,000 for him or herself, and another \$5,000 for his or her favorite charity.

Media contact

For more information about The Badass Project or to schedule an interview, please contact:

Jessica Commins

press@thebadassproject.com