

PRESS RELEASE

For Immediate Release

New partnerships with Ultimate Strongman and the World Darts Federation set to ignite the American events landscape

London, UK — Boulder Creek International, a global leader in broadcast, events, and destination partnerships, today announced new partnerships with **Ultimate Strongman** and the **World Darts Federation (WDF)** to bring two of the world's fastest-growing live sports-entertainment properties to the United States.

With proven global track records — from record-breaking feats of strength to sold-out darts championships — these iconic events are now set to debut on U.S. soil, combining international broadcast reach with tourism impact for host cities.

Ultimate Strongman delivers a **2–3 day festival of strength** featuring world record attempts, elite athletes, and a family-friendly fan village atmosphere. Events attract up to **7,000 daily spectators** and create **millions of dollars in local economic uplift** through tourism, hospitality, and global media exposure

World Darts Federation Championships are **8–10 day spectacles**, drawing players from more than **30 countries and thousands of traveling fans**. The WDF's broadcast footprint already reaches more than **500 million viewers worldwide**, offering U.S. host cities an unprecedented opportunity to showcase their destinations on a global stage.

Matt Jeschelnik, CEO of Boulder Creek International, said:

“America has always been a dream destination for both our athletes and our audiences. By bringing Ultimate Strongman and the World Darts Federation Championships to the U.S., we’re not just staging competitions — we’re creating international festivals of sport, culture, and community that will drive lasting legacies for our host cities.”

Together, these events are expected to generate **significant tourism impact**, creating thousands of hotel nights, boosting local businesses, and embedding host cities into prime-time global broadcasts. Boulder Creek is now in discussions with U.S. destinations and tourism boards to host the first wave of events from **2026 onward**.

About Boulder Creek International

Boulder Creek International specializes in global broadcast distribution, event partnerships, and destination development. With a portfolio spanning sports, entertainment, and cultural programming broadcast in over 180 countries, BCI creates high-impact experiences that amplify destinations and brands to worldwide audiences.

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