



## Breaking the Treadmill: Inside the First-Ever InHouse Ultra Marathon

What happens when two high-performance treadmill studios come together with a wild idea and just enough time to make it happen? You get an unforgettable endurance event, community connection, and the first-ever in-house ultra marathon — all on Woodway treadmills.

### Meet the Founders Behind the Miles

Sean Simmons, owner and founder of Run Unlimited in St. Petersburg, FL, has been building more than just stamina. His treadmill studio offers group running classes in a safe, climate-controlled environment and is now expanding into performance testing — including VO2 max, lactate threshold testing, and gait analysis — offering members actionable insights to enhance their training whether they're elite athletes or weekend warriors.

Jordan Maddocks, co-founder of Twenty One Run in South Jordan, Utah, leads a similarly bold vision. His studio combines group treadmill training (speed work and hill intervals) with a fully equipped strength gym. Members can jump into open

gym sessions or work with personal trainers for one-on-one support. Like Sean, Jordan's team integrates performance testing for a complete fitness experience.

## **From Idea to Execution**

Maddocks, inspired by the growing popularity of backyard ultra marathons — events where runners must complete a loop of 4.2 miles every hour until only one remains — decided to take the format indoors. But with a twist.

"Since the environment is controlled, we upped the challenge to 5 miles every hour on the hour," Maddocks said. "No one had done this before on treadmills."

Despite being a last-minute concept, it didn't take long to gain traction. With help from Nike, support from Simmons and Run Unlimited, and the power of both running communities, the idea became a reality.

## **The Stats, the Sweat, and the Standouts**

Held on June 28th, the event was live-streamed between both studios, allowing for real-time camaraderie and competition. A total of 28 athletes participated.

The rules were brutally simple:

5 miles every hour, on the hour. No exceptions. No breaks. Until only one remains.

Together, the group logged an impressive 1,481 total miles, with several runners pushing far past the traditional limits of a treadmill session.

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## **Twenty One Run Top Finishers:**

Jordan Maddocks - 105 miles

Zack Garner - 105 miles

Sydney Park - 92 miles

Brock Painter - 84 miles

Allie Kolaski - 70 miles

Julia Stepan - 60 miles

Andy Hooks - 50 miles

Kevin Barrow - 50 miles

Jeremy Tolman - 50 miles

Steven Jensen - 50 miles

Rhandi Orme - 45 miles

Skyler Baird - 40 miles  
Alex Kirven - 40 miles  
Aaron Foy - 33 miles  
Siani Weston - 30 miles  
Garrett Foster - 30 miles  
Sophie Meyer - 26 miles  
Alex Hill - 26 miles

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## **Total Miles: 986**

### **Run Unlimited Top Finishers:**

Matt Clapper – 100 miles  
Andy Sholly – 95 miles  
Allen McAfee – 70 miles  
Desi Wilson - 40 miles  
Lauren Adams – 40 miles  
Gio Desir – 35 miles  
Ann Roberts - 30 miles  
Mike Koprowski - 30 miles  
Olita Layton – 30 miles  
Sean Marsh – 25 miles

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## **Total miles: 495**

"It was such a fun and incredible experience, and it definitely has legs for the future," said Maddocks.

"Everybody left that room an ultra runner," added Simmons. "Even if it was just one hour, it was a PR in some way."

### **Treadmills Built for Ultra Limits**

Endurance events like this demand equipment that won't quit. That's why both studios are outfitted with Woodway treadmills.

Run Unlimited features 4Front models and a Ridgerunner, while Twenty One Run is also powered entirely by 4Fronts. Both studios reported zero issues — even after 21 straight hours of constant motion, water dumps, and gritty mental battles.

"They're soft yet firm, whisper-quiet, and built to last," Maddocks said.

"We've run sunrise-to-sunset events before — 13 hours straight — and the treadmills always deliver," Simmons added. "This just proved it again."

## **What's Next?**

This wasn't just a one-time adrenaline rush. Both studios see big potential in bringing the InHouse ultra back — possibly as a biannual event or a winter edition with expanded features, more media coverage, and new twists.

"The camaraderie, the shared goal, and the partnership between our teams made it easy," Simmons said.

"We pulled together a professional event in no time, and I can't wait to see where it goes," Maddocks added.

Stay tuned. The treadmills aren't cooling off anytime soon.