

PRESS RELEASE

Get set! World's Deepest Marathon set to make history with two Guinness World Record attempts and an exciting new collaboration

- In three days' time, 60 runners from 18 countries will descend into Boliden's Garpenberg zinc mine in Sweden to run the World's Deepest Marathon, 1,120m below sea level
- This will be a double Guinness World Record attempt: The Deepest Marathon and the Deepest Underground Marathon Distance Run (Team).
- Special guests: popular British Minecraft content creator Seapeekay will join the event, along with ultra-marathon coach and nine-time Guinness World Record holder, Rory Coleman

London, 22nd October 2025 – With just three days to go, anticipation is building for the **World's Deepest Marathon**, an extraordinary event taking place **1,120m below sea level** in Boliden's Garpenberg zinc mine in Sweden, one the world's most modern mines. To offer a glimpse of what is to come, a 30 second teaser film has been released.

On **October 25th**, 60 runners representing 18 countries, including CEOs, mining industry leaders, charity workers and amateur runners, many of whom will be running their first marathon, will push their physical and mental limits to complete the challenge in an environment few people will ever experience. United by a shared spirit of challenge and a drive to make a positive impact, they aim to raise \$1 million for charity.

Organisers BecomingX, ICMM, and Boliden are excited to announce that the event will be an 'Official Attempt' to break **two Guinness World Records**:

- [The Deepest Marathon](#) – at 1,120m below sea level.
- [The Deepest Underground Marathon Distance Run \(Team\)](#)

Gaming meets real life mining and marathon running - Seapeekay collaboration announced:

In an exciting new collaboration, **gaming star Seapeekay** will join the action, livestreaming **Minecraft underground** as the participants run - even stepping onto the gravel course himself for a lap. Mining is an essential and central part of the Minecraft game as it provides the resources needed to craft items, build structures and progress. This fusion of the virtual and real worlds brings adventure and the modern mining industry to new audiences around the world.

Paul Gurney, BecomingX CEO, on the event vision and why it matters:

"The World's Deepest Marathon is about so much more than running. It's about showcasing what humans are capable of when we dare to go beyond the ordinary. Attempting to break two Guinness World Records in such a unique environment, captures the spirit of adventure and resilience, which BecomingX is all about. At the same time, it highlights the innovation, safety and transformation of the modern mining industry, which is making this record-breaking challenge possible."

Rohitash Dhawan, CEO of ICMM, on this unique collaboration:

"Being able to run a full marathon in a working underground mine highlights how far the industry has come in terms of health, safety and technological innovation. I extend my thanks to Mikael Staffas and the rest of the Boliden team for making this extraordinary event possible. Welcoming

participants from around the world to test their stamina and resilience in this unique environment is an amazing opportunity to showcase what modern, responsible mining looks like. I can't wait to join my fellow runners to make history and support two brilliant charities helping people and animals all around the world."

Callum Knight, Minecraft content creator best known as Seapeekay, said:

"I've been playing Minecraft my whole adult life, but this will actually be my first time in a mine! I can't wait to see what a real one looks like — not just blocks and pixels, but huge tunnels, automated machinery and a hidden world carved deep beneath our feet. Experiencing it in real life and sharing it live with my 600,000 YouTube subscribers and Twitch streamers is going to be an amazing adventure."

Rory Coleman, renowned ultra-marathon coach and nine-time Guinness world record holder, said:

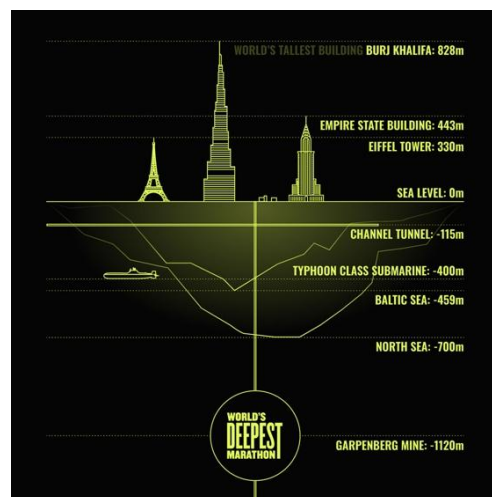
"I've run all over the world - but never in it. This event is unlike anything else on Earth, held over a thousand metres below the surface. I had no idea that mines are safe enough to host 60 people running a full marathon, but one thing is for sure: whilst it may be safe, there's no doubt that this is going to be the toughest challenge most of the participants will ever face."

- ENDS -

Resources

- The World's Deepest Marathon website can be found [here](#)
- A media pack with supporting videos and imagery can be downloaded [here](#)
- Interviews and quotes are available on request

Illustrative photography (download links in media pack)



For more information, content and interviews, please contact:

Brunswick Group:

Carole Cable

Pip Green

Tom Pigott

WDM@brunswickgroup.com T: +442074045959

BecomingX: media@becomingx.com T: +447919485266

Notes for Editors

About BecomingX

BecomingX is a learning and development company set up to create a world where everyone can realise their potential. We work with some of the world's leading companies to develop high performing employees, helping them to build the skills, knowledge, attitudes and relationships needed to succeed. BecomingX is 'B Corporation', certified to meet the highest social and environmental standards and is the highest scoring company in the UK. Find us at www.becomingx.com.

About ICMM

ICMM's goal is to make responsible mining the global standard - creating safer workplaces, reducing environmental impact, and strengthening social outcomes. By driving higher industry standards, we will deliver high-impact improvements while fostering transparency, accountability, and trust in mining's role in society. Find us at www.icmm.com

About Boliden

For a century, Boliden has been exploring, extracting and processing base metals and precious metals. Our production is based on experience, innovation and modern technology, developed in collaboration with Nordic technology and engineering companies. Today, we are an industry leader in terms of sustainable metal production from deposits to recycling used metals. Find us at www.boliden.com