



**INTRODUCTION
BRAD LUDDEN**

A world-class kayaker who also happens to be a world class human being and one of 2016 CNN's "Top 10 Heroes!" By 18, Brad was living his dream. He was Nike's first sponsored whitewater kayaker, on the cover of Outside Magazine and traveling the globe in search of first descents - successfully paddling a river that no one has ever paddled before. But despite those successes, something was missing. At a young age Brad watched his Aunt battle cancer and realized how little support there was for her. Thirteen years later he founded First Descents - an organization that empowers people fighting and surviving cancer by providing free outdoor adventures helping more than 3,000 young adults live beyond their disease and pursue a journey not previously forged.

Please join me in welcoming, Brad Ludden!