N.O.R.E. Unfiltered: From Drink Champs to Run Champs — New Hustle for Health! Los Antonio | Ep. 100 Transcript

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Opening and guest introduction

I recommend running because to me, running is the toughest thing that you can do. And the more you get better at running, the the shit becomes fun. I promise you.

Running became a medium for us. It's truly the new flex, man. This is something money can't buy. In today's guest, they're making some big movements when it comes to the health and wellness space.

So today we have Noriega and Carlos. Let's welcome them. Come on, guys. Nori and Carlos Antonio del Valle are the co-founders of Run Champs, a movement that bridges culture, performance and everyday wellness.

A hip-hop legend and a Run community leader, together they're proving that discipline, recovery and purpose unite us all. That's the beauty of running.

You could be in a park and the person that passes you running could own a Fortune 500 company. The person who's behind you could work at Kmart. But guess what?

They're all on the same level. When I think N-O-R-E, when I'm thinking about you, the first thing, bro, is longevity. That like the word that comes to my head.

And you being not afraid to reinvent yourself in real time. I like being doubted. I know that sounds crazy. But I want to stimulate my mind. You got a big marathon coming up that you're doing with your son.

How do you feel right now about that coming out? So that's the thing about running is you could be the best runner on Monday and suck on Tuesday. So the New York City Marathon is the biggest challenge of my life.

And I don't even know how to swipe those cards yet till November 2nd. Welcome to another episode of a healthy point of view podcast. I'm your host Sam Tahata.

And as usual, we're talking about health, wellness, beauty, and mindset. Today we launch season two of A Healthy Point of View. This season is going to be a little bit different.

We're going step it up a notch. In today's guests, We have two guests. They're making some big movements when it comes to the health and wellness space.

of the Run Champs. So today we have the true N-O-R-E Noriega and Carlos from here, from the A Healthy Point of View podcast. Let's welcome them. Come on, guys.

Amazing. Norrie. Yeah. Welcome to a healthy point. And we're moving around. We're doing all kinds of great things in the health and wellness space. You know, just not too long ago, we had the wellness day in Orlando.

So these are a lot of things that I want to talk about, you know the things we're bringing out to the culture, to everybody, the masses about health and wellness.

But first I want a lot of the people that listen to Healthy Point of View podcast, maybe some people who might not know who Noriega is, right? To understand who norie is.

Queens upbringing and family influence

So I wanna start off talking about your upbringing from Queens. And how that fed into. Left Rack City Queens, Corona Queens? And that how fed to where you're at today.

Well, you know, I grew up in a world diverse neighborhood, Lafrock City. Well LaFrock city is in Corona, Queens. Corona Queens is probably one of the most diverse places on the planet.

You're going to have Haitian people there, You going have Russian people, there you're gonna have Dominican people. There you have Colombians there. you can have Dominicans.

So I grow up eating every food. I knew when my Haitians neighbors was cooking, and I was like, oh man. You know, my Russian neighbors was cooking. So like, you know growing up in Queens, if you were racist, like you really, really deliberately had to try to be a racist because you had every race in like in a six block radius.

You don't mean so there's no way you could be racist. Yeah. That developed my love for food and that developed, I mean, That's what gave me, you know, in his health and wellness thing.

It's like, I started to want to eat to live. You know what I mean? And not live to, eat, and so, um, You I, started see these certain things, but that's how I grew up.

I grow up, uh, And in the beginning, it's around every race. But what was your favorite food out of all of those different ones? What was it? You can't say or equal food though.

No, ironically, it's just always been pizza. You know what I mean? Right. It was crazy. I went out to Mr. Charles the other day and ironically I ordered no meat.

And I do that like from time to time, like, you know, I don't notice it. Like I'll order like vegetarian noodles and then I order seaweed. And then I ordered like string beans.

And before I knew it, like, I went through this whole mail and I kind of didn't order meat. Then I was just like holy shit. and then my son recognized that.

My son was like yo, you don't eat meat no more. You know what I mean? I say that to say what I said, I love pizza. But pizza always reminds me of the most unhealthy is healthy.

Because it's technically no meat in there. It's just really just just cheese sauce and bread. And then when you like training for a marathon and running 20 miles or 10 miles a day, like a pizza might just come in handy.

Like when you asked me my favorite food growing up, ironically, there's two things that don't mix at all. It's Vinny's Pizzeria, which is pizza. And then there was this lemon Icy King, it's called lemon icy king.

and it was the pistachio and I could eat that pistache or ice cream. in the winter in a blizzard. Oh wow. In the blizzards. I would like go there like that's how good it is.

Like I was just go to there and I'll just you know wear gloves and freeze my off just to get a pistachio ice cream from Lemon Icee King. They still have that up there?

Yeah, absolutely. And it's open in winter. like I wasn't exaggerating at all. But I don't think they close at And they're selling iceys in the winter.

That's how good they is. Like people go and they risk getting frostbitten. It's crazy. On purpose. This is not by mistake. They didn't get there by a mistake, yeah.

Amazing. So growing up, your father was a boxer. Yeah. Boxing obviously has a lot of discipline. Yes. How has that fed to what you're doing today? Well, you know, no matter what, I always see my father, he would wake up in the morning and he will jog.

So I don't know if that correlates to me running the marathon or just me adapting that lifestyle. Like right now I have my grandson and we went downstairs to work out and I was just like, You know what?

I rolled the stroller downstairs. I don't know if that's going to induct in his memory, but hopefully it will. So that he knows that, you know what I mean?

He got to see his grandfather boxing, he got see him jump and roll. You know, I just put him in front of me, and he turned nine months today. So I lifted weights in front of him, and I just see him doing that.

So maybe that's what rubbed off for me, because a lot of things with my father, like my Father loved boxing. At the time, I enjoyed boxing, but I didn't love boxing when he passed away.

I fell super in love with boxing I used to hate wrestling because I found out wrestling was fake. And so I stopped enjoying it. Then my father passed away and I loved wrestling.

And even the fact that it is fake, it makes it even better. It makes you even be better because now I play into the theatrics. But I got to see that. I get to my dad punching the punching bag.

Got to him running around in the hood. I got to see him go to the Lost Battalion gym. I don't remember seeing Floyd Mayweather father, but I remember see Floyd mayweaver uncle in the gym and things like that.

Was it embedded in me? I'm probably sure it was, Was it purposely? We will always have to ask him that, you know what I mean? And he's in heaven. But yeah, but it's something that I saw happen and something I want to spread to my kids.

I mean, so now I see you obviously always running on social media, but here and there I See you doing some boxing training. Is that from that? It goes together.

You don't mean every every boxer has to run, But every runner doesn't have the box, you know what I means?

Boxing, conditioning, and athletic discipline

So you don' mean like there's not one if you've met a boxer who doesn' run. I'ma show you a box of who loses. You know what I'm saying? But vice versa, you can find runners that don't box, but I feel like one of the best conditioning athletes on the planet are boxers because they do both and they don t have a choice.

If you're a boxer, and you wake up in the morning and run, you come home, you have some oatmeal. You know what I mean? You take a shower and then you go to the gym and you do boxing.

And you don't actually do it together. Then if you got real good boxers, then after they do the mitts and the boxing and rope and bags, they'll do strength conditioning after that.

So it's really like three times a day. I enjoyed going, what is it, bare mountain? Not bare in California, I enjoy like, you know, going to see these certain boxes, and they train in caps and things like that.

But that's, that s really like if you really want to be in the best condition, the boxes. And then it was crazy about it, like I don't know if like follow boxes or boxing, but they'll put on 12 pounds that night.

They'll dehydrate, they ll go in a sauna, I suppose they're trying to make weight. I've seen it, I can't name the name, but try to, make way. And I seen them jump in a sauna, and have to stay there for 20 minutes, jump out of the sauna.

Not get no water, dry off, then jump right back in the sun and just keep doing that until they lose the weight and won't drink nothing and be so dehydrated.

But when they step on a scale, they make the way, go off and then they eat one plate of pasta and it's like 12 pounds or 20 pounds they gain at that very moment.

Now, is it advantage for them in the fight? It depends on who their opponent is. If that opponent walks around at that weight level, then maybe it's not advantage.

But if that opponents had to drop to that way level then yeah, it is an advantage Yeah, I used to do… I use to travel a lot with like the UFC guys and stuff that used do this.

Yeah. I remember you telling me something like that. And then they used have me juice them up with the IVs. Okay. You know, right before, after the weigh-in.

Wow. Get all the nutrients. Oh, yeah. To get it back in. Then they felt like a million bucks after that, that's pretty cool. Cool. So, Nori, you know, back in the day, at least you could chime in on this one, too.

Back in that day you got a lot of your success with partnerships, right, Capone? And now you're doing a a solo career and you are hitting tremendous success, I would say even more success.

How have you seen the differences between both of those? Well, basically, I'm a team player and everything I do. You know what I mean? Is it always going to work out?

No, it's not. Attitudes and people change. You could, like we were talking about earlier, a lot of people don't know, it's the foods you eat sometimes.

You can wake up in the morning and eat fruits all day, and you start, hey, you're kind of like Fruity. Do you know what I'm saying? Like yeah, yeah. Hey, You've got to fill yourself, do you understand?

And then you can go wake you up and either steak. And you don' know this steak probably So his parents killed, you know what I'm saying? And it has all this type of stress and you're enduring that stress.

So me, I try to like, my first partnership legally, in this industry was with Capone and Capon, he got arrested and he gotta put away. That was me something.

having to take on full-fledged responsibility, not only my share, but I had to care of his share and then I have to make sure his family got his chair.

You know what I mean? That's a lot of responsibilities for me. So, you know, like now, sometimes I get traumatized, I get like, you know, trying to take care of so many people because I could easily do this, on my own.

I can hire a trainer or hire marathon coach or higher nutritionist. You know what I mean? Hire somebody to track my blood and do it. And I'll be by myself.

Right, right. You know what I'm saying? But it's like, yo, you know when you're spreading negativity, why not spread positivity and bring a couple of people with you, and you try to change people's lives.

We're not just jogging on our own, we're joging with a crew. So yeah, I feel like that's what we were doing. Or, yeah, I think that's dope, man, because it, whether it's in a solo, you know, or in the group, there's lessons to be learned.

And, but you apply that to the journey, and I don't think for me, Nor would you, like when I thing N-O-R-E, when think about you. The first thing, bro, is longevity.

That's like the word that comes to my head when it comes music and you being not afraid to reinvent yourself in real time. in public. What gave you the foresight to be brave enough to go into these new arenas like Reggaeton, like podcasting, biohacking?

I like being doubted. I know that sounds crazy. Like, I forgot what I just did, and somebody was like, you can't do that. And I was, like… And it's just like maybe he's right.

You know, maybe I can do or maybe shouldn't. Maybe I shouldn' even consider it. But the fact that you told me I couldn't, trying to find a reason that I could.

Like I'm the person that used to, read the papers and everybody's going to the funnies. I want to go to The Maze. Because I wanna stimulate my mind. So you know what i'm saying?

It's just like, I love these endeavors. I loved, you know what I mean? Even hanging with my grandson for the past two days, my wife was like you're not going to take care of it by yourself.

And I was, like yeah, yeah. You know, the fact that she was just, even though she wanted to be taken care, most of the time she makes the bottles. But, it's like I work better under pressure.

When someone is doubting me. And then it's just like, I read it on a comment the other day. I posted me, you know, because I ran 200 miles in 19 days.

And you can look it up on Nike Plus. It makes me work for that, too. Let's go! You can up it with Nike plus. You could look up with Strava's public information.

That's not something I'm hiding. Something I am very proud of, actually. You know, I went on three weeks vacation from the Moffey Coast to Santorini, then I want to Puerto Rico, from Puerto Rigo, and then we went to Capri.

And I forget all these places. I'm not saying it correctly in this order, but I took over three week and I wanted to make up for the three-weeks. So I didn't want be that guy.

Like certain people say, yo, you start off slow. Listen, if you know your body and that's how your your how body reacts, They start off slow. Right, right.

But me, I like to snap. I have to fall off on purpose. Like I'd like the fall-off to be like, yo, all right, cool, because you know why? I know when I go hard, Imma go the hardest.

So let's suppose, and I don't recommend none of y'all do this. And I recommend, none you all do. This but I'm the type of person that's supposed like my goal is 195 pounds.

And then I go, yeah, 214, thank you. And I'll go out of town and I don't know what I put on, right? But I've put it on in a way I'm not that no more. I do that sometimes on purpose because I need to attack that person that I was just becoming, that good version of myself.

Solo growth, reinvention, and biohacking mindset

So I'll come back to drop and be like, try to get as much as I can to be 187 or something like that. That's me, I beat myself up. I love it. But I also know me.

Right. Would you say you're either all in or there's no in between, you either are all-in? That is who I am. Like I'm an extremist. If I want to learn how to do be a barber, like I will learn to shampoo here too.

Okay. So, we want your time. I'm going to learn how to dye your hair. I going learn to put streaks in your shit because I want to always be different from everybody else.

When everyone was playing with, excuse me, go and get mob deep beats, I was messing with a dude with tight shirt on from Virginia that no one cared about.

So I like to go on a different lane. And I just stay in my lane because when I stay at my land, there's no traffic there.

But what I realized is I create the traffic.

I go through that easy pass. Everyone says, oh, okay. You know how the ambulance come through and everyone follows the ambulances, so the amulet's gonna get through traffic or the police car is.

That's who I am in life and I kinda like it, but yeah. But that's where innovation comes too, by doing stuff like that. Because if you just follow the standard, you're not gonna be an innovative kind of person.

And we always have to be growing with new things and bringing it to the table. So I appreciate that, man. Yeah, I love it man, like I loved all this, Like, I love all this.

Like the fact that you want to be better. Our community is crazy. I always pay attention when I post something positive about working out or something like that.

It's always one guy or one person. You want to be healthy? How could you make something negative out of something bad? But you know what? That person in this world exists so that the positivity…

Rain is not dope unless you have sunshine. So you know what I'm saying? So that comment is always like, all right, cool. I look for that kind of more.

All right. And then there was one guy. It was yesterday, actually. He was like for a guy who has a show called Drink Chance, how are you promoting this?

And it's like why can't I be both? I believe that. That's the message that we got to talk about. Because that bothers me, as a matter of fact. Mm-hmm.

At the end of the day, that's saying Oh, I'm not going to shower because I want to get dirty tomorrow. Right. Exactly. Or I am not gonna wipe my ass because somebody take another shit tomorrow." So at the end of the day, we all drink.

Yeah. But what you're doing is you are cracking the code on how to detoxify the body. That's right. So your body can continue to perform. Only because you drink doesn't mean you can't promote wellness.

As a matter of fact, You know, you should be promoting wellness if you drink, because it's showing that you can balance out the body, get the toxins out, and that's what you're doing by taking the vitamins and everything else.

And then even with like the… I know I pronounced it wrong, but you know guys, I was a resourceful, so leave me alone. Like the glycolumine and the charcoal, like, things like that, that are supposed to take these toxins, now I take it even when I don't drink.

I haven't drank since September 9th? or September 10th, right? But it doesn't matter because to tell you the truth, I'm going to be honest, once I switch on my focus, it's nothing that could take me out of my zone, you know what I am saying?

God bless me because it is going sound crazy. But one of the first positions on the baseball league was shortstop. shortstop. I was that was my position, right?

You know, for lack of a better term, I thought I Was Derek Jena back then, you know what I'm saying? But then one of my one my boys got hit in the eye.

He's a back catcher. He got hit in the eye. And he did one of these. They had no one to play backcatcher, right? So I had to back capture. So, I was like, you know what?

Because I'm the team captain. Playing back-catcher, You've got to be ready for everything. You can't sit there. There's no pause. As the pitcher's throwing the ball, like you've gotta be into it.

That's how I go at life. It's just like… Yeah, that's just how I go at life, man. I just want to be there. So we're talking baseball, so I got to ask you this question because you brought it up.

How were the Dominicans when you were playing baseball? Well, everyone thinks I'm Dominican, so you know what I mean? I got the Tego thing. You know when Tengo first came out, Tiego was, uh, every one thought he was Dominican.

And he definitely did not say no. I've done that for years because I had a record called, it's called N-O-R-E, Norrie, now we on the run here, which ironically makes sense nowadays, 25 years later.

But on that record, I said Dominicano, people like poke. hate for Ando. And everyone thought I said Dominicano, like I'm Dominican. So I had all these Dominicans coming to my shows for years and I never had the heart to tell them I am not Dominican, I was just like, I'm going to take the love where it comes, man.

Who am I to give this back? But yeah, but Dominican's always been a part of baseball, you know what I mean? I believe that's the richest race when it come to baseball.

Yeah, yeah. It's true to our heart, all Dominicans. I think we're born with a baseball bat in our hands. You know, ironically, as many times I've been to Dominican Republic, I don't remember seeing the baseball field.

I remember seeing the baseball field in Puerto Rico. I don't remember seein' no one on it. Really? Of Roberto Clemente, I'm enjoying. Oh, yeah. Never really went in deep.

Even in La Pela. In LaPela, when I went there, seeing people playing basketball, didn't see no baseball. You know, to go back to the part of you, like not sacrificing who you are to still take care of your health and wellness.

I think that is something that, you know people should marvel at because some people think you have to turn something off in order to get into health or wellness where it's like, yeah you can still maintain your quality of life, supplement a few things, maybe, a little sugar free splendor, You know, small tweaks, you know.

That's the hack, that's a stack. It's give and take, give a take. You like that church. At church they always say that this is not for the perfect. This is the hospital for The Broken.

We came to this earth to sin. So at the end of the day, we just got to make sure that we can continue to just do better, do you better. And that is what it's about.

One of my favorite people on Instagram is a guy named B. B. Winez, right? B B Wine is this gospel singer. And I started following him, obviously, because I'm a fan of his gospel music.

But I seen him go to, I don't know where he went, but he got a vest. And it looked like a construction vest, right? So I was overwhelmed. I didn't even know what he did.

Come to find out, he was waking up at 3.30 in the morning and he jogging miles. So no matter what would go or what was he doing, He would always have this vest that had reflectors on it, and he would jog every morning.

And he will go out and, mind you, he's going to these places to preach the word of God, right? Right. So he sit in there and these people was like, man, you know, thank you.

You know you're spreading the Word of god. He's like are you running with me in the morning? And I was just like yo. What a way to abuse your power in a great way.

That is positive prayer pressure. Who's going to tell a preacher no? Exactly. I felt like, yo, I know this is going sound crazy to people, but I fell in love with that.

He would… He would stimulate your mind by preaching the word of the Lord, but saying, you know what? It ain't all

up to the lord. You got to take some of these responsibilities yourself.

Come and run with me. Now, here's the real reason. Here's another reason why I think that B. B. Wine is just one of those people in the world. I take rain days off.

If it's raining, I don't want pneumonia. Listen, if I sweat too much and then with the water, sweat, water. I'm just messed up. He will run eight to 10 miles in the rain and will film himself.

And I'll be there with him, bro. So that's what I'm saying. You could be both. Even though that is both pretty much the same thing, a preacher and then like a health coach, but it's still two different genres.

One is like consists with sweating and one consists of sweating in the mind. But you know what am saying? But it is two things. So like Bibi, I know you probably didn't know, you can't just use the analogy for me.

It's kind of true. I believe TI is one of the uh uh best uh street rappers there is in the world and i believe ti is a great representation of black culture and I believe that ti can stand in front of the congress and speak for us what what's what which part of ti's is is wrong his vernacular you know what i'm saying like his yeah he he speaks better than college professors but then he could also go to you don't college park and and you eat piglets.

I don't know. Know what I'm saying? He fits in both, which makes why he has to choose one. Yeah. That's how you stay dynamic. And who are you to avoid the progress and stay the same?

It's about, and especially people like Everybody in this room, everybody has a family, a business, things to stick around for. So it's like, if you're not sharpening your tools and trying to stay here, then you know, you kind of picking your way out.

But we were just talking about what you were talking, about glutathione. That's what I've been saying, my bad. That is totally wrong. I speak Yalanese, so that's why I'm here.

But glutathione, charcoal, we're talking, you know, NAD, these things. Pardon me for cutting you off. Like I got that from a Euro scientist. Is it Euro or neuroscientist?

Neuroscientists. Well, he was like, yo, So he's sitting there and these people are saying like you You can't have one drink a week. And he's like, you can actually have a drink.

Like, it depends on what your system is. As I'm saying, you can't base your systems based on minds. Right. And I can base my system based you. Everyone is individual.

That's why they always say you're your own best doctor. But he was suggesting that. This is this other guy. He was not a neuroscientist. I forget what he is, but he did a study on people in Europe, particularly people it's Italy.

And I went to Italy for three weeks, every single day I seen people drink wine. Every single, I don't sell them out. It's a lifestyle. I'll tell you the difference, they walked home.

They're moving the body. Yeah, yeah. That was the only difference that I see like, like I would, because I stayed at a Mafico, so I'm on the other side this time and I bumped into an individual.

And you could just tell he owned the restaurant. You know, when you walk into a place and a person says, hey, we want a new napkin, you just know this guy owns it.

He's cleaning up behind you and shit. Like, this is his place, right?

Recovery, data, and healthy lifestyle changes

He owns the joint. So I sat there. We spoke. And he complimented my watch. I compliment his. And I went down

every single day, just to walk by the restaurant, or just, you know, pass by a restaurant.

I drove by, and every, single, day for three weeks, that band sat there and drank a whole bottle of red wine to its face. Wow, wow. And woke up every singe day and looked as healthy as an ox.

Nothing, nothing at wrong. Now, did I ask him about his workout regimen? No. Right. You know what I mean? Did I ask him, is he jogging miles? Are you taking creatine?

You're on NAD? I didn't know. But it was something that I was just like, oh, OK. There's a lot of big talk right now about there's like a big movement right called Make America Healthy Again.

OK, yeah. And what would be your opinion why America is so unhealthy versus these other countries like Europe and stuff where they can drink the bottle of wine and still be healthy?

You know what I think? I say we need to go back to the cookouts. I thing the fast food, you kind of didn't realize that we were barbecuing, we're grilling.

Like you kinda didn' realize, that was the only time the hood was healthy. Right. Right, right. If we went inside, we would use fried. We would fry it.

Or we will use oils. But if we were outside, and we we're barbecuing, um, We were actually grilling. Like, I made up something that I was doing when I on this no-carb thing.

I had a barbecue called a no carb-a-cue. So you could bring everything in there, but just no carbs, all right? So I think it's things like that, like, sorry, But I went to, Mr.

Charles the other day and I ordered a bok choy, right? I order the fried bok choi, all right. It's one of the healthiest things for your gut. And what I'm trying to tell you is if the hood kind of finds out that you have a fried salad.

If the hood would know, because this is, all right, listen, you gotta like, You can't just tell the people in the Hood, hey, go vegan and you know what I'm saying?

Start eating, King Gua. You cant just go take a person from Popeye's to King gua, right? You cannot just do that. you got to like feed them along the way, and yeah, so that's really what it is.

One thing that we say in Run Champs, right, like we make it our model to run 100 miles a month, so with that being said, we have to recover, to 100 Miles a Month, you break it down to whichever way it is, it might be roughly five miles, I don't know, something like that, but you have the recover.

And what we want to tell people, recovery is fly, getting a massage, that's like, That's like pampering yourself, you know what I'm saying? Going in the sauna, sitting there and gathering your thoughts and just sweating out these toxins.

And you could probably literally taste the alcohol you drink in third grade, the Cisco. You know I mean? When you're drinking and it goes down to your licking, and you taste a little bit of sweat, then you'd taste that Cisco from the third-grade with Miss Eastbank's class.

Then you go in on a cold plunge, Because that one minute or two minutes or that three minutes that you're in there for, you are going to suffer. I don't care if you got the camera in your face and you want to look good like Michael Phelps and he's sitting there laughing.

You are suffering, but you know what? The results of getting out of that bath and seeing how you feel and putting on that robe afterwards. Sometimes people can see it and sometimes people see your glow.

The important part is how you feel. When I wake up and I'm doing seven miles or five miles, and then I come home

and jump rope. And then, I do a little bit more in the sauna suit.

Then I go downstairs and a jump in a sauna. I'll come back upstairs and do two to three, three to two minutes on a cold plunge. And then I don't even just jump in the hot water after a while.

I go and I'll smoke and chill or do something just to calm down. Then I take a hot bath or a cool shower to compliment that. When I'm on that, it's just It's kind of hard for me to go outside.

I stay home a lot because I'm very vulnerable, I am very happy, and people can take advantage of me because the world is working in my favor. You know what I mean?

So that's the reason why it's like, you know, like I said it, so I forget where I say it. But, the more that I get hip to health awareness and biohacking, It's the biggest regret I always had.

I wish I would have knew this when Pun was alive. You know, I wished I knew certain things like that, even when my father was a lot, just to share some of these health tips.

Do you know what I mean? And I'm mean, you're like all in, right? You want to come to this recovery self-care. And remember the other day when the doctors we went, we met you for dinner and you brought it up.

it's become like a healthy challenge within your own family. Because all of a sudden, you were the unhealthy one and you're the most healthy in the household.

Where now your kids, your wife are like, oh, we got to step it up. We got a catch up to pop. And the thing is that there's data behind that. But in real life, it is a challenge because, to tell you the truth, I'm sorry, again, I am sharing my life story, please do not do this.

Me, am crazy, like I'll go on Nike plus and I will go join like a marathon race. Kids do that, try this at home. So these are these guys, so I assume they are from Japan.

right because they have the Japanese I don't want to be like you know what I mean but they got the japanese um what is that the flag right right and these guys they they throw up 24 miles a day wow like it's ridiculous but I want a compete so I joined every one of their races I lose every single time but we in but i won one I won one, and this time I was number three.

I did 214 miles and then one dude did 340. And I just hate him. Like, I never wanted to meet him What was the first introduction to biohacking? Like what got you into it?

Well, um just people telling you could live longer. That shit just, it's so attractive. Like, you know what I mean? And you gotta remember, like, coming from the hood, what's attractive to us?

Okay, the girl with the big butt, making some money. You know, I don't mean… The next watch. And all that. You realize, and you hear people like Steve Jobs, you're like, well, he had all the money in the world.

He had the big girls in a world, every convertible you want. And he wasn't on top of it. You hear about these other people, like you know, then you just like wow.

Then you heard about this people that are into this. They're not traveling. And the fact that they're trying. It's like trying to get to the moon, and you hit a star, it's still a win.

You know what I mean? So I see people clowning. People are like, hey, man, how could you live to 100? And even if you're wrong, you wind up at 89. How did you lose?

Right. Right, right. I'm saying, like how did lose, do you know I me? All due respect. The people taking the ways that they want to do, but pushing yourself to the limit to me is it.

You know what I mean? Like this morning, I wanted to 20 miles. I was there to support that. Well, I wanted to do it with the crew. So like three of the group members, maybe four, was missing.

And I just was like, you know what? I don't want to this. It's like my bragging point. Like I did 20 by just two or three us. I said, let's do 10. At mile five, my body was like, you did enough.

Like, listen, man. You went out to do 20. The people wasn't here. It's not your fault. I kid you not. My brain is the foulest person in the world. Our brain was telling me, Listen, go get a juice.

Go get some celery. Get some ginger. And just lay down, and you've done enough, like you have done. But then I had the other guy. It's the first of the mind.

Wake up, wake up. Nah, that's a devil you listening to. That's not your mind, That was the devil. Like, get this over with so you can say this. So I have a saying I say, I said, you know, no matter how good, No matter, how evil, the matter.

How beautiful. No, matter How ugly they can not take that 10 miles away from you. And, and, now this is what I do suggest. If you're a three mile runner, build yourself up to five miles.

If your a five mile run, you build up yourself to a seven mile. You're seven miles runner build your self up, to ten mile runners. This is what I want you to do.

I wants you do that ten miles, three days in a row. But don't tell nobody. Just go outside and feel yourself. Because I guarantee you, they'll tell you.

It's a certain feeling that you can't hide. You got a little pep in your step. Are you good? When you walk outside. This is what I do recommend. I've been telling you everything, don't do it.

But push yourself to the limit and don' do for one day. Do it for three to five. The same amount of miles, like strenuous. If you only did three, then do nine.

if you already did five, do 12. You only do six, so do 14. Something where it's like, and while you're doing it, That's the best compliment is when your own self is doubting yourself.

You're like, man, you can't do this, bro. Man, go upstairs and hit that baked chicken. It's not fried, but you got some baked chickens upstairs. Go get that, get the cauliflower mac and cheese.

But you don't need to finish this seven. When you hit through that wall and when you get through the wall, that's a whole nother workout in itself. That's another euphoria high in yourself because that is what I love about jogging.

Jogging, you have to fight through to pain. Lifting weights, God bless, but you can put the weight down and take a rest. Especially in a race, You can't even tie your shoelace.

Someone will really run you over. Like so, but I love that. I loved that that's like my whole life flashing behind me like when I get challenged then, like for, you know, your knee buckle up, You gotta fight through all that shit.

How do you, how do that mindset that you have? A lot of myself. That mindset is… I heard somebody say that another day in that city, but I definitely lie to myself, I'll be like, that's shit don't work.

Right, right. Like the other day I felt my nail come off, like as I'm running. Oh wow. I am feeling this, you know what I feel myself? Man, hey that should be happening.

Don't worry about it, man, your exaggerating. I knew it was off. And people told me, yo, your nails and your nipples. Boy, I guess I only did 14 miles up until then, so I didn't really fall.

Only? Only, only 14 mile up till then. So then when I hit 20, every day they was talking about, bro. Yo, God bless me. Please, please, leave me alone.

Kids, don't try this at home. My nipple felt like I was throwing rocks. I was hitting, like, you, what's the guy name from Fantastic Four? The guy, he's like rock solid.

Yeah, yeah, that guy. That's what my chest area felt like right here. Because, it's a real thing. So to the biohacking, right? What has been your favorite thing to try or something that you've experienced with bio hacking that, you have been like, wow, this has helped.

Well, is the VO2 max a part of that or no? Yeah. OK, I like that. I liked the fact that they could tell me exactly where I'm at in life. Data is important.

Yeah, data. What we have right now, right? Remind me of bringing up this point to bring up the data of that. Like right, now I can have an artist come on Drink Champs and I could tell that artist exactly where he should be, remember back in the days, I'm sorry to sound like the old guy, back to the day, but it's just, it is what it Back then, they used to send the artists on tour, and they'd still send them to Milwaukee, or they still sent them up to Cleveland, And they should send him to, you know, Seattle, Washington, not just in Milwaukee or Cleveland or Seattle or Washington.

Excuse me. But these artists had no business being there. They moved no units there, They had not audience there they had, no algorithms there but back then a record label would just send you there because that was a part of the promo tour.

So you'd be winding up spending X amount of dollars because you have to still book a hotel, right? You still have the eat. You have go to the radio station.

Meanwhile, it means nothing. These guys hate you out there. Wow. So that's what the thing is. Like so many people, like I say, to me, you're your own best doctor.

But when you see that data like that and you say a person can say like, Me and my wife got the test together and I called my Wife a Carbiterian. About the tests, you're talking about the blood work.

Yes. Okay. Her mother is even worse. She eats rice with potatoes and mashed potatoes. Antonis. She has a triple card play.

Run Champs community and positive peer pressure

Oh, wow. Wow. Love it. There's no way you're not gaining weight. Like, there's not way. Right? And what was I saying this for? The data. No, the data, right?

So when you look and a person can say, so the doctor said, excuse me, my bad. This is the point I was trying to make. The doctor says, man. Oh, not the other.

What's my man's name? Dr. Heywood. Shout out to Dr Heyward. No, no, what's the name of the man with the accent? Arnold? Oh yeah, yeah. So he's like, man, you been doing good with your diet.

And I was like yeah! And he looks at my wife, he was just like you ain't doing nothing! Yeah, I felt like I passed the test and she did. You know what I mean?

But he literally looked at her and was like, yo, you got to slow down on the cops. And my wife was being like. I was, like thanks God someone else told her.

Yeah, like, I'm gonna keep saying that, man. Like, if you know you're your own best doctor, you'll know when you being sick. You know, when when, not feeling it.

you can go like this and someone else could do the same thing and you say, yo, i'm sick, so you, know. Yeah, but that data exactly how you say it. That's my favorite thing because you could change.

You can know, you can see. So like now your wife, she sees this and says, okay, it showed up. It's like the report card, right? And she stopped eating red meat, which I haven't ate red me since I was 17, I'm 48 now, so I've been wanting her to stop eating red meat.

So I was like, yeah, that was a plus for me too. I think like what I gonna ask you earlier too is like a non-negotiable. Like you see people now like some biohackers are pulling up to the table with their own olive oil, their salt, they're own things.

What's a practice, something that you do Now that you're like, yo, this is like I got to do this. I like. Oh, I don't know, you call it. You call the marathon pill.

What is it called? Oh this slept three, three to. OK, like that. And I'd like to take it with Baja gold minerals. Minimal assault. So I run on an empty stomach, so I wake up in the morning.

That's why I. Don't I know if you notice I hardly ever talk. Cause I throw on some mouthwash, brush my teeth. And I pretty much, I threw on a little bit of cologne and it just be like, and I want to, like kill the person that I was the night before.

Even if that person was good, cause I just want it to be a better person. I always thought you just didn't want to talk to me. No, no, I'm killing myself.

I am killing the guy who it was the night before. And that's who you should always be in competition with yourself. Not your friends, not even your competition.

You should not wish that on yourself because wishful thinking like I think I believe you always say to yourself, i'm the shit. i am the man. Because it does that.

That's what I do. My first two miles I want to kill the person who I was the night before. Again, even if I live the perfect life, I just want it to be better.

So that's pretty much it. And you know what? I have never really met somebody that said, yo, don't want And if I do, I don't want to hang with that guy.

Like, yo, chill, you gotta keep people like that. I'm cool at being mediocre. No, man. That's an energy sucker right there. Yeah, yeah. Vampire. And again, like…

It's just so fly, man. Like, you know, going to these conventions, seeing other people that's like you. You know what I mean? Like the wellness. I can't wait to show these people the Wellness Retreat that we did.

And we just sitting around and this. Sometimes I hear the phrase, people who look like us, and I respect that to the fullest, but it's not even about that.

It is about spreading the love to everyone, right? Because let's suppose we write, and the people who's not biohacking or not trying to get healthy or trying not to do that, they're wrong.

And it's just like, you know what? What are we going to say? We're going say, yo, are you wrong? And not give them the method? So we got to deal with it.

We got it like… You know, what I mean? Give it to them. I remember I'll just say a story. I remember someone critiquing a person about a certain thing that they was doing, and then a personal telling them right back was just like, yo, as much as I'm addicted to this, you're addicted the sugar the same way.

And sugar is even an iller drug or a worse drug because sugar's everywhere. You can go places where there ain't no marijuana. You could go to places, where is it, you know, no Percocet or something like that.

you can't go nowhere where ain' no sugar. Right. That's true. If you're addicted to sugar, that's the food for cancer right there. It's a killer right here.

The sugar will kill you. So let's talk a little bit about Run Champs. Because what you guys have going on with Run champs, this is different. This is not your typical run club.

You know, and how you're saying this for everyone. I remember you posted something. And it was this little old Italian guy. It was his birthday. I think he was like, oh, yeah.

Oh, 86 years old. 86-years-old. You guys, the run champ crew went over there. So it's like when you say everybody, I mean, literally, it is everybody.

That was a great fucking question and great analogy. Let me just tell you something. That guy has no idea who I am. Straight up. That is so dope to me.

Yeah. There was this black guy that looked at him and looked me, and you could tell he wanted to tell him. And I just gave him the eyes like, yo, bro, this man has been saying hi to us for years.

He has no idea who I am. He just sits there and say, hi, fellas. And he rides his bike every day. Every single day, he ride his bikes, 86 years old. So then we were jogging one day and he stopped us and said, fellows, can you come to my 86th birthday party?

So we're like, yo, when is it? And I believe it was like in March and invited us in like fucking April. No, no, he brought us six months in advance. Oh, three months advance, I had never got a birthday invitation like that.

And then he told us the time. He was like, 7 AM. I was, like I've never been to a party at 7AM. All right. Yeah. But you know, that's the beauty of what we're doing.

Right. We have fans as runners. These people, like, we have a Queens lady. We call her a Queen's lady, but we've no idea if she's from Queens. Um, We have bike lady that she, every time we come outside, and we don't want to know these people's names, so we make up their names for them.

So we call a bike-lady, she comes out, good luck. And then we got an army guy, call him goodluck too. He comes up, technically we know if he's in the army or not.

But he does this, whoo-haw. Can we do it back? Did we have another person out there named Sandman? Yep. By the way, we named them this. Wow. And we'd actually be like, what's up, SandMan?

And they never catch on. You know what I mean? So we actually have routines of people who actually see us every single morning, who I went to interview eventually.

There's one lady I know who knows, he knows who I am because when I got my driver's license, she said, I want to stay off the road because I knew I'm not safe now that you want a driver license.

So I new she knew who was this and only one way she could have found that out through my Instagram, right? But pretty much everyone else sees us every single morning and says hi to us.

Wow. out of the 10 people that I've just named or somewhere around that, I'm pretty sure eight of them have no idea who we are. And they just, one guy calls us the basketball team.

Right. Because it's like five or more of us. Okay. So he, when he sees us, he'll literally be like, where's the guy on the bench? Yeah. Yeah, and we're like oh, okay.

Like, it, in, It's like as a person who for 25 years of my life had to perform for people who actually is there to see me and then I'm performing health purposes for the people have no idea who I am but they actually like almost just as not of the same kind of as…

You get the support, right. Because they're like, yo, we see you every morning. And when we're not around, they literally check us. Wow. They literally be like, yo, you haven't been here.

And then if we're there, I have to say, we started at four o'clock. Like we explain ourselves to these people. I feel like we owe them. It's like a whole different lifestyle.

You know what I'm saying? And they have no idea that, like go ahead. By the way, it's four in the morning and we actually can't see anybody. So it is dark.

Not only do we think we can, but we don't know where these By the way, if they see us in the supermarket, we probably won't even recognize each other.

We're always in workout gear. But I'm telling you, I want to do a documentary just on that. Just the people who we see in a morning. And but it's dope.

It's been a savior. Its been church for us. Yeah. Been a church with me for sure. Like I dare anybody like, you know what I mean? I recommend running.

Because to me, running is the toughest thing that you could do. And the more you get better at running, the the shit becomes fun. I promise you, it might not work for you the first couple of times and you might curse me out.

You might go back to this video and be like, man, Sam, you had Laurie lie to me, man. Like, this shit didn't get funner, and it didn' get funny. And you might be running with the wrong people.

You know what I'm saying? Or you may, like, that's why I do like running run chance, because I shouldn't like get along with everybody in there, right?

Like I should look at one person and be like I don't his toe nail. Right? And then like and then one persons should be, all right, cool. But you know, the camaraderie and the things that we should all have together is we running.

That's it. I mean, this is a really beautiful thing, man. The more I hear the stories, and I'll bring up a story that you brought up of when you guys were running in Hawaii.

You brought it up, I let you kind of speak on it, but you're like, the typical Karen was not the Karen. She was like… Talk about that a little bit.

That was crazy because I got more scared than her. like um like it was like nine of us running towards this white lady and she's sitting there with a dog and then any other scenario you see nine brothers running to a white woman and uh it's probably not a good scenario and he was just like yeah guys and it wasn't like and didn't and and was crazy because after that we actually took a picture And when we took the picture, we did it twice.

We did in Hawaii, and then we do it in Queens. And it was like 20, 20. I don't know, I can't say 20 in um Hawaii. It was probably like a good 10. 10 including our wives, right?

So 10 or 12, Right? And we take this picture and we look like Olympic, Olympic team. Right. Wow. But if one of us would have put on a bandana or put a hoodie, it could have easily looked like a thug picture.

Right. Gang activity. It could look like gang activity, but for some reason, you know, having that headband on and having, a Pioneers logo or a Nike logo and you seeing that Run Champs logo.

And you're seeing like that this is representing an athletic thing, something that's positive and something and

people that are not trying to hurt you.

I mean, people will open the doors for you, They embrace it. Yeah. I'm getting permits. You know, like, you know I was quote unquote a hardcore rapper.

Like it wasn't easy for me to get permits, they look at my name and they say Norrie, Norri, short for Noriega. They automatically think of something when it's like yo bro that's not my lifestyle.

like you can look, at it you see I've been legit for 25 years. But you come in and say, yo, hey, I would like to come to your town. I'd like bring some positive energy.

We want people to join us from your community. And we're going to do a run, a 5k, 10k half a marathon. Everyone is pretty much saying yes, because I think positive behavior supersedes a negative output.

You know what I'm saying? We're going to take it worldwide. We did a France trip. It didn't quite work out the way we wanted to do it, but we're gonna, you know, reiterate that and we gonna keep doing it.

Like, I follow Run Clubs and I see Run clubs, they make one trip a year. And we've made like 10th in one year and seven last year, right? You know what I'm saying?

So it's just like, do we know where we doing? To a certain extent, we knew that we love running. You know what I mean? I love falling off. Like I said earlier, because I like to fall back.

Then I want to fold back so forward. But this is one of my closest friends right here. Shout out to Sunny D. My nephews, my friend Mike Booth, they all are great friends of mine.

I don't have to mix every part of our life with that. If you're not a runner, that's cool. I don't want to force that on you because I expect a certain level of dedication.

I won't care what I'm doing tonight. My alarm clock says 2.15 and I am not starting my run until four o'clock. And I will give a fuck if we leave here and we go to motherfucking Tootsies or we got to a motherfuckin, a chiropractor.

You know what I'm saying? I don't care if we go get a stretch or we'll go with motherfucking Hooters. You understand? That alarm is going off. I'll wake up with that 215 because once I am zoned in, once i'm locked in.

So now, it makes me mad at the next person. Right. Because if I'm saying I am committed, if you're going to go fight a fire, you know what I mean? And then I will come home and take you to Johnny Pump, and I won't complain about everything I did.

I don't care about what you did, right? You told me you were going wake up at 4 o'clock. You said you would be there at four o clock. If you could tell me your dog died, I would respect that.

But you should have figured it out. Tell me that you are sick. And you know what I mean? Because if there's no excuse for me, I can't accept it for you.

Accountability. So it's hard to be a run-champ friend. You gotta be committed. Yeah. But you can be Norrie friend, Norie's friend is easy. OK. Poppy friend might be even easier.

Victor, maybe, because he's a nerd. That's the nerd part of me. All right. A run champ, friend? It's a lot of responsibility. No, it isn't. It is a responsibility, because you're entering a life of me of the best version of mean.

And there's serious discipline behind it. Yes. Because that's the only discipline. That's discipline part about me. Right. Then I like to be undisciplined, too.

But when I'm here, I take it very, very serious. Don't mess with it. And I think too, like just to chime in on the, on The

Run Champs thing, that that's what's cool about it for me is because I, Nori is an early adopter on Nike Plus, Nike running app.

This isn't new for Nor, he's been doing this for 13,000 miles, double digit years. Like Nor was when Nike plus had a, like the tag and the sneaker. Now what's in the phone is the app, but they used to have a tag that you put in your sneaked and that's how they track the miles.

And the Nike running app was a website. Nori was like, the first person on there like years ago. I think when we first met and started chilling, we were on Nike Plus, like I did business, but we handled our business.

But Nori and I, we got cool on Nikes Plus. I'm like, I see his miles. And then I would text him, you know, text each other about work. but I'd send the Nike plus thing like yo, this is you.

and then next thing you we add it on and running became a medium for us. for me, you know, being in the run club scene and being a run-club guy and ingratiated in run, club culture, like it's been really fun.

New York City Marathon and training with his son

And to get to this point to where to show Nori like, yo, we screenshot the miles after we run and we post them. Like, and that's what runners do. We show off our miles, to bring Nor into this world and to, for him to Take it over, you know, rightfully so the way that he's kind of been doing.

It's great man because now we're bringing other people into it, nor is like, You know hitting a new peak, like this isn't new. He's been to it. So I think for me, the journey will run champs.

There's many journeys, journeys within it, you know, like, so, it's really dope to see, Norrie be a beacon for wellness, for fitness, and now for marathon running, after November 2nd.

That's an inspiration, man. Which, I mean, your going straight into what I want to talk about next. You talk bout taking over. a big marathon coming up that you're doing with your son.

Oh, yeah, he's a part of the marathon. New York City. I mean, this is big. You know, that was beautiful. Because to tell you the truth, I'll be full disclosure.

How my son's got involved with running was I felt I'm never running. And I forget this guy's name from Rock Nation, Shaffer. But Shafer kept telling me, like, yo, man, you're going to start into racism when you start entering races.

I was just like all right, cool. It didn't make sense to me. If I go into Hawaii anyway, and there's a race happening, why not? You know what I am saying?

I suggest any crew get on Nike, get a Strava and y'all come up with a goal. You say hey, we're going to run 30 miles, right. Or 50 miles. I guarantee you, you'll wake up in the morning and see your friend that you think you're stronger than.

And see that he has eight miles and you put in four. You will go back outside and give that other fool. It's just in your human nature. Men, we are competitive animal spirit creatures.

Mm-hmm. it does not matter. We don't want to be better than them, but we don' want be less than him. Right. Like, listen, bro, I don't want to be better, y'all.

I'm not competing with you. But I want lose to you, neither. Like OK, if I have to compete with, then that's what it has to. That is the best thing, because you're playing a video game with your health.

So just think about it. Just think it about. And I always give this up to Mark Jenkins. Mark is a phenomenal trainer, but he was a guy who suggested me start messing with Nike+.

and it immediately became me messing with Freddie P from Heavy Hitters, who happened to be 390 pounds. And he was challenging me on a fucking race, but he's putting up 10 miles a day.

I did not know he worked on the goddamn golf course. So what he would do was he just wouldn't take the fucking car. And he were walking around and shit.

So he put up 10 miles on. Yeah. Back then, we couldn't see if he was walking. We just seen 10 Miles. He was like, I'm like how the fuck is this motherfucker?

I'm sorry, fucking three and a half. You know what I mean? But I suggest that if you're not satisfied with your weight or you not feeling good and you need it, if that's the type of individual you are, you approaching that needs to be challenged, there's nothing like challenging your friend.

all your friends, especially the friends that you think you're stronger than, and especially your friend that thinks they're strong than you. Because that's something that want to prove to yourself.

You know what I'm saying? So, you know, I mean, unfortunately, that sometimes that how we got to do it. Like they say, the 5% nation of Islam was this guy who wanted to come to the projects to the hood and like cure these people.

So in order for him to go to The Hood and cure this people, he couldn't go with a priest outfit on. He went to them and he rolled dice with them. And as they rolled dices with him, then he gave them a lesson.

That's pretty much how this is. The whole New York Marathon, how do you feel right now about that coming up? If I was to run it tonight, I'll be able to do it, right?

Because, you know, like I said earlier, did a 20 mile run last week, and I did, 10 mile before that, 20 miles before, 14 mile prior to that. And then I walked two.

the most hurt I've been in, and it was the five. You know why the 5 was most the hurt? Why's that? Because I prepared myself for the 10. I prepare myself mentally for 10, prepared my self physically for a 10 I'm prepared, mentally, for 20. Prepare myself physically, physically 20, I didn't think of the Five at all.

So I did it sloppy. Like I was just like, Oh, didn' respect the Five. Wow. Respecting the 20 I respected the ten and the fives broke me. So that's the thing about running is you could be the best runner on Monday and suck on Tuesday.

Yeah, yeah, no. Completely suck. So the New York City Marathon, I followed this running coach and she broke it down for me. And she said, the new York city marathon is like a woman.

She said it's like scarred woman, but it's a scarred woman from New York. Oh boy. Treacherous. She's just a treacherious person. So you can't sleep on her and you cant go too fast with her.

Because that was the rumor, like everyone was saying, the first five miles you come out blazing. And she's like, no, you don't do that. So OK, New York City, I grew up.

My father used to take me to the 50th Street Bridge. We used look at these people jogging by. Am I more used Miami weather? Yeah. But I don' think anybody that's born and raised in New york would allow.

their self through their first marathon to be in Miami. Like, you know, those five barrels, I can't, okay, can get out of my skin. If you cut my thumb right now, my pinky, somewhere Queens is going to come up.

So I think it's a big deal. No. And it's something I'm the most excited with. I could train with him, I can train him with you, train these guys over there, and train them over here, but nobody can't run my mile.

I'm scared, like when I did the 20 miles, again, Instagram. It says I've gone off at 20 Miles, and I was scared. The guy goes, but what are you scared for?

And I said, I can tell this motherfucker ain't never run in this fucking life. He ain' run no damn miles. Like, running 20 Mile is not life, man. You know what I mean?

But yeah, ma'am. I think this is the biggest challenge in my life and again this something money can't buy. There's something only dedication, motivation and determination to buy.

And I don't even know how to swipe those cards yet till November 2nd. Killed that. Wow. Yeah. You know, there's, I was watching on Netflix, like all of these, the world's most dangerous marathons.

No, didn't see that, damn, you put me on. Okay, yeah. What is it, jail? There's one that's some other country like in the Far East or something like that, but it's in a desert.

And it is like a hundred and something miles. People go out there. Oh, that is some ultra marathons. Okay. I was thinking about the run champs. It's like, man, this is crazy.

This is at a whole other level. You end up camping out at night because you have to rest and stop. But do you ever see yourself one day even pushing yourself to that limit?

I don't see myself pushing myself to that limit, but I do see my self invested into like… I remember, I know this is going to sound crazy, all right.

But bear with me. I mean, my first actual official argument with Puff Daddy was I had booked him for my birthday party and his assistant His name was Kathy or…

Christina. Christina, excuse me. And Christina Cosman is like, yeah, you know, we'll do it the week after because he has to do Burning Man. I was like man, I don't care if you got to Burn a man.

Like, what the fuck? When he asked me to host his shit, And I didn't know what Burning Man was, right? So I started to do a research. I was like, damn, what an idiot I am.

This man is trying to save his life. He's trying get away. Then I start to hear about Running Man. And then I hear Josh retreat. These people were going away and trying to do these better things.

But to answer your question, I don't know if you've seen Me Time with Mark Warburg and Kevin Hart. Well, he did this get together. And they had these things that they were doing.

I'll do something more like that. You know what I mean? the ultra marathons, the joints where it's a hundred miles and you got to sleep there for three days.

I don't think I'm there yet. No, no, I. Don't I see that thing. And I was like, well, if we like I'll go there and watch. But that's about it. Chuck Norris did Chuck.

Norrish did just did one of them. He did like a 100 mile race. Yeah. Oh yeah. Did see David Goggins, you know, David. Gogg is now. Like the other day we went to dinner, I believe it was yesterday when you and Mitch left.

But I had my full fledged suit on under my shirt. I was going to jog home from dinner. So that is a goal that I want to do. But I don't want to jog home from dinner down the block.

I want do 15 miles. Floyd Mayweather style. For no reason. Like, I wanted to eat at Prime 112 and be like, you know what, let me go in the trunk. Oh, got my Alpha Flies in there and put it on and tell my wife, stay, don' leave for an hour.

Because it's going to take me an hours and a half. And then when the hour comes, then let know and then I'll let you because you might have to pick me up on mile 15. Like, that shit is attractive to me.

You know what I mean? Seeing Floyd Mayweather run from the club to his crib after party, and that's a lifestyle to be. That's the reason why he's best in the world.

I remember watching David Goggins. He was out somewhere, just like, yo, I want to run 50 miles. It just did it. Like that is just amazing to Yeah, it's truly the new flex, man.

Yeah. Because it is like, you can buy things. You can, like you said earlier, this is something money can't buy. Like physical and mental fitness. And me, I've been in this game for 25 years.

Maybe more. One thing I noticed is things that's universal is music, and like, food. Like, you can connect through that. If another runner is there, it's like having a person in the Army.

Now, I've never been in an Army, so I don't want to disrespect anybody who's been an army or a Navy or, but you ever see somebody like hey, man, are you in a green beret?

Yeah, yeah. I was in 114th, 17th troop. And it was like yeah, Yeah. And they connect and they never met each other. They never like, they wasn't even in the same years.

He was in 1985 and he was like in 2005. But for some reason they was the in same infantry and could relate. It's exactly how I feel when I'm running. Like, when I speak to a runner, I'm like, hey, man.

And they start talking to me, and I am like you one of me. It's like a brotherhood. In my people. One name is in a Brotherhood, it's, like I credit Lowe's because I used to, you know, curse run clubs.

I was like guys are fucking weirdos, These guys want to come outside and they got bull horns and talking to each other. And I used to be like, yo, what's wrong with these people?

And then, you know, I did a race first, the Hollywood 5K. I started to start seeing that, but I was by myself. Yes, Sonny was there. Again, it was the illest thing, because this was one of the first races that Norrie went to, and it's dark.

Yes. And he was like, yo, I'm here. I am looking for him. Like, can't. But I was, like. Oh, there's Norri. Yup. Yeah. Smell him from over here, And I found him at the 5K.

There we go. So I started to feel what's happening, Because I mean, that's the beauty of running. You could be in a park, and the person that passes you running could own a Fortune 500 company.

The person who's behind you could work at Kmart. Then the persons on the side of you, could a billionaire tech company, you can own the hospital that you're jogging around.

And then the people that's to the left of, probably can't even afford a bed at that hospital. Right. But guess what? Y'all all on the same level. Connected.

Straight up. There's nobody better, there's Nobody richer, There is nobody prettier, Nobody uglier, nobody fatter, No body skinnier, no body nothing when you're all On that same line together.

Yep. That's an amazing thing. It's just you and that work and That will to win. Yeah. straight up But it ain't easy. Word. I know I've been saying this like because I'm trying to like be cool.

But it ain't easy, nah, that ain' easy. Nor, what's the next frontier for Nori? Well, me, I wanna travel with the runners. I just seen D from Rough Riders, he has a show called Block Talk, where he's going on the block.

Running as a universal flex and future goals

And I remember D from Rough Riders, he had taught me something. I believe I was in Arizona. And the promoter like, sure, it'd be like two grand, something like that.

It wasn't nothing crazy. So I'm like you know what? And called D for the Roughriders. And he sent like 25 Rough Riders motorcycle people over there. Because you don't realize that's a motorcycle gang.

Right, right. Rough riders is not street gang that you actually got to think. It's actually a motorcycling gang, and I don' know if you technically call them a gang or just a motorcycles crew.

Well, they fold up and this guy found that two grand so fast. And I started to just think, I was just like, wow, as long as there's bikers everywhere, they have somebody that they can go to.

I had never had that. Oh, until then. Until I have the run club. Right, right. And then I realized, holy shit, there's nowhere I could go on the planet where there is not a runner.

Now, is there run camps? We don't know that part. But runners, There's runners everywhere. Everywhere. So with that being said, I would like to go meet the no sleeping club in Seattle or the, the run champs club and Milwaukee.

I would like to beat that version of, of these other versions everywhere. You know what I mean? And I want to, I wanna speak of the Deutsch. Yes. So yeah.

I mean, you guys are showing it because you got to show up. Let people know like the day of that you get to do better with that. We won't give people more of a time.

People show what by me when you went to what was it? Orlando. No, it was Orlando that we did the before and they showed up, but we came late. So we kind of messed that up when we go get it together because Again, there's no like examples of this.

Like even like, I want to big these guys up. Travis Barker. And Diplo. Even them, they're doing it like you know, again, their run clubs have their name on it.

I don't want my name in it because everything that I've been involved with, i don' want it to be about me. This is for me to we. You know what I'm saying?

Again, like I said, I could have done this on my own. I couldn't hire a marathon coach, a strength condition coach. Right. You know, move to the Poconos to train, you know what I'm saying, for a couple of months.

But it's just like, I'm known for having a crew. I've been known that for the industry. So why not have a clue when it's coming to something positive?

Don't change your lifestyle. Be exactly who you are. But be that better version of you, but be exactly what you want. And I know when we did this, God knows we got to go.

We did the Queen's thing, right? So this is the race that I supposed to do to qualify for the marathon. I believe I was in already, but this technically what you gotta do.

Of course, in the finish line, I remember just hearing somebody air hustling. And one of the dudes said, man, does this crew even want to run? This is real.

Because there's 19 of us, right? They're correct. I'm sure seven of these guys, some of them know where to run. But you know what it is? Force. If you there, you here, how is he going to say no?

Right. It's positive fear pressure. So even though he don't want to go, and he doesn't wanna go. He's not going tell

him. Because everyone around them, and even the one that's frontin' and say, hey man, I don't know, got it in me.

The other one, that don' got in it, was gonna say man let's just try. Straight up, right. Because it's positive peer pressure. And that's what the community needs, positive pressure, man.

That's community. Community is so important with things like this, especially when it comes to your health and wellness. Now, Norrie, you obviously built the legacy for yourself with music.

This is you building a legacy beyond music, and you just said it. You don't want it to have your name on it, building something. What does that legacy look like when comes the health, wellness, biohacking, run champs?

Well, I feel like none of us have ever, sorry I'm bouncing around, but Angie Martinez, so I did an Angie Martínez show the other day and she was saying to me like, you know, Nori, like I've only seen you with your wife.

Like you're one of those guys. She was like yo, why you don't promote that? I was I don' know that marketing plan. I just don't know. I don' know how to be like, hey, I'm a loyal guy.

How do you do that? So I really don''t know, how do I promote that this is the fly shit to do when it comes to this? I think we got to lead by example.

We got a person that's down with us named Henry. And Henry, we used to have to come back and get him. Used to had to literally do four or five miles. Henry is right with right now.

Like right with us right now, we did 10 yesterday, he did ten yesterday. You know what I'm saying? Like this is proof is in the pudding. This is not nothing.

Like if you truly, running is the one thing that you have to do every day and you will truly get good at, but you can't cheat it. So that's what i want to spread that.

But what I don't want to do is spread it to people who don' want do it. There's nothing worse than, you know, trying to give somebody water that just won Gatorade.

And two, it's like nobody loses, man. Everybody who he's talking about, they're saying we're seeing people losing weight. We're your clothes is looking bigger.

And it's like, you know, people are looking slimmer and getting healthy. They're transforming. That guy who, let's say, who did it was like in the back of the pack or, they're having breakthroughs.

So it' like we do that all the time at Liquid Vita. We help people have breakthrough, have personal bests and we're doing that at Run Champs, and you could also follow that online and share it.

I see why I want to change the lifestyle in its totality is because like if you could get in shape and still be late to a meeting. I don't want to know why you got in shape.

You didn't change your mind, you changed the way your body looked. But then you're still like, like it has to has the all correlate, You know what I'm saying?

It has all has it all come together. Like if you, when we did the wellness retreat, if use the N word, we made you do 15 word piece. I just couldn't see us doing all this positive thing and then calling each other, yo, what's up, my nigga?

I couldn't see that. So I was just like, you know what? For this weekend, maybe we don't do it when we leave. But for this week, we held everyone accountable.

That's just really what I want to do is this is fly. Wanting to live is flying. You know I mean? Biohacking and you

finding out what what certain things is, you know, from, I mean, trying to live forever to, whatever it is is your thing to be the best version of you.

I don't see why anybody wouldn't do that. Like, it just makes sense. You know what I'm saying? It just make sense and this is a very powerful movement.

Love it. This creates that domino effect. One person helping the next person, et cetera. So we're going to have a little fun here. So one of my favorite podcasts is called The Diary of a CEO, Stephen Barlet.

OK, all over the place. He he he came out with these conversation cards. Okay, cool. You can even bend his also, whatever works. And then, oh, shoot. I'm glad I put lotion on my legs, bro.

You know what I mean? I ain't wanna be that guy with you ashy legs. Bro, I am glad, man. Yeah, yeah, my shit's shining. Okay. Here we go. All right, so these are gonna be, let's go, one, two.

For you. I'm going to take one, two for me. All right. You want me to go first? Yes. So you just read it and answer it. OK. What did you learn from your greatest failure?

I wouldn't call it my greatest fail because I did learn a lesson. But I would say never to really read a book by its cover. Never to, like, really, look at a person.

It's like everybody who wears glasses ain't intelligent. You know what I mean? That's what the rumor is. If you wear glasses, you're like… What's the guy's name?

The smartest guy in the world. I've been Einstein. Yeah, like Albert Einstein, so that's what I'll say. Like, you know what? I mean, don't judge a book by its cover.

Yes. That was my biggest right. Go to the next one or you go, I go. What is the what is, the unobvious thing that you struggle with? Damn. Great question.

I think it's something that a lot of people struggle with. Everybody here is a doer, achiever, and you want to do everything and make everybody happy.

And I that us as family men, as innovators, we try to as much as possible already for ourselves, but I Try to overstep that line sometimes, or you try to just do everything you physically, mentally, spiritually can.

It could be taxing on you, and I think we mean well. So I could an unobvious thing that I'd struggle with for the greater good. Right, right. Yep. That's some good handwriting.

What is a personal legacy you want to leave for yourself slash children? Personal legacy is I did what I said, like me doing what said I'm gonna do. I feel like I struggle with that every single day.

Because I am an over thinker. Like, I'm jealous of my wife. My wife would just go to bed and just to go sleep. Like I can't. I got to sit down. And I've got think about everything that happened yesterday.

Mm-hmm. Think about every thing that I think is going to happen for tomorrow. Then I gotta think of everything to just happen in the next 20 minutes. So I am a super over thinker.

Make sure I answer this correct. So, yeah, I finished my task. You know what I mean? Out of the 10 things that I said I'm going to do, mainly all the time, do nine.

Very seldom when I do the ten, it's something to celebrate. But I am really, really that person. Once I say I will do it, then I'll do. With Reggae Thone, we partied in Puerto Rico.

I was like, man, I need to bring this home. And I did it. You know what I mean? You ran a marathon. I'm hearing

Neptune beats. He's saying to myself, these guys are the greatest producers.

You know me, you know, scoping out the podcast game saying, You Know What? I think this is the next wave and I did it. So I believe that's the legacy I want to leave with not only my children, only myself, my fans and people just like when he say he going to do something, he's going do it and he gonna stick to it, it might take him He said he gonna do it in two months and he did it at six, he still did.

He might say he'll do in the two weeks and did in a half a week. You know what I mean? It might not be perfect, but I'm gonna get the job done. Amazing.

I love that. When was the last time you cried and why? I picked all the emo cards. Um, nah, man, I, uh, it's going to sound interesting, but I try to cry at least once a day and I'm, and, um, Um.

I tried to get it out the way, like in the morning, chances are like, You know, I get in the car and sometimes I might do it on the way to you, like, or on.

The way here. And I think it's I'll put on like the frequency music, you know? Just frequency and just like. You just kind of like I don't know man, just I know if it is like prayer I'm doing or if I am just thinking about things that I just trying to like manifest and bring it to the world.

Conversation cards and closing reflections

I have these moments where I like you know, cause I do feel like I don't have that outlet where I can just like, like there's people that cry easily, I like don' t.

So I feel I'd really try to like make that happen. Cause I'm not good at like letting stuff out. I gotta get that out however I could. And that's not a bad thing for a man to be vulnerable, right?

Because we've been programmed that You know, we're men. We got to suck it up, you know? And nothing can hurt us. Yep. Even when I worked at the fire department for 12 years, that's how it was.

You understand? So but sometimes you got a kind of just like got released a bit. Yeah, no, it's important, man, because because if not, know you're going to explode one day.

But I think When was the last time I cried and why? Um, it was probably this morning, yesterday morning for sure. And why it's because I needed to, but I always feel like, you know, there's something like very, um, transparent about that with whoever's listening or whoever is watching the creator, whatever it is.

Like I just, I was just feel that's like a moment of like pure alignment. Like I'm in my purest form where I am just vulnerable and it feels good to be like that every once in a while.

That's good. So as we wrap up here guys, if there's one person that's listening to this podcast. and they resonate with today's message. And they want to take things to the next level.

They might want go out there and start doing what you said, Norrie. You know, start off with one or two miles and then build up from there. What's that one thing you can leave them off?

Go first. I would say. just place one foot in front of the other, straight up. Don't overthink it because you never know unless you go, you know, and you're never gonna grow if you don't go either.

So you have to just put one in the front the of other. That's all running is, is the will to move forward in sport and in life. And that is why I think that's what makes us run champs, because we've run through sport, we run to life, We run mentally.

We've run emotionally. And it just so happens that we run physically. But I think in our mind, we're running up here

all day, all night. For anybody who's watching this who wants to do what we are doing, man, it's about just putting one foot for the next.

Mine is simple. Try to be better than the person you was yesterday and hate the worst version of yourself. I don't like to use the word hate, but in this instance, it's necessary and it warrants it.

We have a great version ourself, then we have bad version ourselves. And you recognize which one is which. I recommend if I could give you anything to kill that version of yourself.

But in order to build and destroy, you got to rebuild. And you build this new character yourself, and I want to speak to everybody who feels they overweight, because some people are overweight and some people, that's what they had.

They got that little love handle right there. We got the pals, they got their neck. No one is satisfied with their body, yo. Straight up. The older I got, You'll see a Brad Pitt looking guy in Equinox sitting there like he's cut up and he was like, man, look at my little love handles.

And I'm like motherfucker. Right. I was big pun looking next to you. He's complaining about it. So if you're sitting that you overweight, you are not satisfied with yourself, trust me.

Nine times out of 10, there's people who think the same way as you, the difference is they're going out and getting it, So, go out and get it. Make yourself feel better.

Do it like a video game. Like, whatever miles you ran this month or whatever things you did in the gym this one, beat that shit next month. And if you want to make it challenging, do it with a friend.

That you know respects you and you respect them and say, man, I'm going to go to the gyms seven times this week. Then he come and says, hey, look at my Equinox card.

Look at mine, it says, look, I went 12 times this time. Oh, OK, well, then you're going to outdo it. Before y'all know it, y're both fucking body building and in shape, because y'll challenged each other.

So that's what I suggest. I'll suggest, and I leave it like this. You know, i smoked the best weed and done everything. There's nothing like achieving your goals.

and coming back home knowing that you did exactly what you just did and you're sitting there and there's nothing like it. It makes you a better person.

And if you like, again, I want to speak to my overweight people. You know, when you start working out, and you overweight, you announce it, excuse me.

People expect you to lose 20 pounds in two days. And then your dumb ass start expecting it too. Because you're like, word, they're right. Where is my six pack?

Like, bro, just you got two hours in for an whole year. Right. They want a six-pack already, bruh. It's just like yo, like nah, man. So take your time.

do this shit and don't announce it. Don't announced it for the first two months you're doing it, don' announce this so it's no expectation. So when a person come and see you and they see in 7-Eleven, they're like, man, we see, you ain't ordered a glizzy today, huh?

all okay you start to care about yourself because once you started liking your workouts you ain't gonna throw them shits away you aint gonna want to go to that 7-eleven and get that slurpee you're gonna wanna go get the whopper from Burger King you won't wanna get McGriddle you know what I mean you gonna be like alright cool let me go and buy an Israeli salad let's go buy a motherfucking You know what I mean?

Some wheatgrass and some ginger. You don't want to… You're going to want… That's what i suggest, man. Make it a video game. Challenge yourself, challenge your friends.

But get out there and do it, because you only get one life and this life is pretty dope. And one thing I could tell you, When I'm biohacking and I try to do this, there's no better feeling than in the world.

And then when other people just feel it, other would just see it in you, like, yo, man, all right, cool. Yeah, focusing their soul. Oh yeah, man. Amazing.

Yeah. That was powerful. Gentleman, this was a powerful message that many people are going to resonate with, bringing it to the health and wellness community.

I appreciate you both. Absolutely. Appreciate you, Manz. Thank you. Finally, I'm here. Let's go, we're here, I couldn't have this on Dreamcast. I'll just keep looking at myself.

Guys, you heard it from Nori. It's a marathon, not a sprint. You got to enjoy the journey as you go through it. you got a responsibility to be the best version of yourself.

In that responsibility, You have to hold yourself accountable. Throughout that process, there's different levels to it, and you're not going to go to level 10. Guys, make sure you share this podcast with your friends and family.

It might touch that one person. Make sure subscribe, leave all the great comments, and we'll see you for the next one.