



PRESS RELEASE

IRONMAN LAKE PLACID : A CANADIAN "INVITED" FOR HIS 9th, WILL GET THERE BY BIKE!

Granby, Quebec, Canada, July 5th 2018 – After receiving a personalized invitation, Pierre Beauregard will participate in his 9th consecutive IRONMAN Lake Placid. His approach to sporting challenges based on "pleasure first and foremost" is at the origin of it. For eight years, he has been riding his bike from Montreal to join the site of this important triathlon. The 20th edition of the IRONMAN Lake Placid will be held July 22nd.

A 45th great sport challenge in 12 years!

Pierre Beauregard's path is exceptional in terms of long-distance sports challenges. This 9th IRONMAN will be his 45th great sport challenge since 2006. Three other examples: he took part in the 2012 "Marathon des Sables" (considered one of the 10 most difficult races in the world), he finished 12 times, the "Canadian Ski Marathon" (of which he holds a "platinum" bib) and has been awarded the "Canadian Endurance Award" 11 times.

Who is Pierre Beauregard

Aged 47, Pierre Beauregard is an accomplished athlete and outdoor enthusiast. He earns his living by offering his experiences to the general public, especially to the less experienced, to schools, companies or other organizations, through conferences, accompaniment and Great Adventures of kayaking or multi-day treks, always in his presence. He is also a consultant for cities, MRC, large parks and schools. To complete the picture, he has just finished writing the book "The pleasure approach to challenges: Always winning!" planned to be launched this fall.

The message M. Beauregard carries is addressed to all: "I firmly believe that deep down in each of us are simmering crazy ideas just waiting to be realized," he says before concluding with conviction "It's possible!"

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Availability of Pierre Beauregard **for interview: from July 5th to 16th, 2018**

To better know Pierre Beauregard and PLEIN AIR EN OR, refer to www.pleinairenor.ca on the [info media page](#) (top right button for English web site)

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