

PRESS RELEASE

For immediate release

AN INSPIRING MESSAGE...

AGAIN ON HIS BIKE TO GET TO HIS 10TH IRONMAN

Granby, July 22nd 2019 – He will be cycling on July 24th, just like the last nine years, to Lake Placid for the July 28th race, which will be his 10th Ironman in as many years.

Pierre Beauregard's message is strong, positive and inspiring: "It is possible for everyone to participate, with joy, in the sport challenge they want, be it a modest or a big challenge like an Ironman triathlon. For two years now, Pierre Beauregard presents his conference **"The joyful approach to challenges: Always winning!"** and the induced reactions are very strong. He inspires the lucky ones who meet him. It is the question: "Are we doing the same race? Because you seem to have too much fun while I suffer" that sparked the reflection leading to the creation of his conference and the writing of his book.

Preface by the man who invited him in 2018

Recently, the book was translated to English and Dave Deschenes, Executive Director of the *USA Triathlon Foundation*, the man who invited Pierre Beauregard to the 2018 Lake Placid Ironman, accepted to write a second preface. The author decided to keep the initial preface in the English version, this one from Pierre Lavoie, three times Ironman World Champion and Co-founder of the *Grand défi Pierre Lavoie*. A contribution to the *Grand défi Pierre Lavoie Foundation* as well as the *USA Triathlon Foundation* is made with each book sold.

It will be his 50th endurance challenge in 13 years

Among the challenges on his list, we find the "Marathon des Sables" (considered one of the 10 most difficult races in the world), 13 times the "Canadian Ski Marathon" (holding a "platinum" permanent bib) and received 12 times the "Canadian Endurance Award".

Who is Pierre Beauregard

Aged 48, Pierre Beauregard is an accomplished sportsman and outdoor enthusiast. He earns his living by offering his experiences to the general public, schools, companies or other organizations, through conferences, personal accompanist and kayaking or hiking Great Adventures. He is also consultant for cities, MRCs, large parks and schools.

– 30 –

Pierre Beauregard is available **for interview until July 24th, 2019 noon**

For more information about Pierre Beauregard and PLEIN AIR EN OR, visit www.pleinairenor.ca on the [info media page](#) (top right button for English Web site)

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