



## PRESS RELEASE

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### An 11<sup>th</sup> time on a bike to get to (and return from) his 11<sup>th</sup> LAKE PLACID IRONMAN - Pierre Beauregard does it again...

Montreal/Granby, QC, CANADA, July 19<sup>th</sup> 2022 – After two years stuck at the border, Pierre Beauregard is getting back on his bike today, Tuesday, July 19<sup>th</sup>, to reach Lake Placid for the 11<sup>th</sup> time. The excitement could not be greater: *“I had promised myself to do the LAKE PLACID IRONMAN 40 times in 40 years, between my 39 and my 79 years. It will have taken a pandemic and the closing of the borders to put this promise in perspective... The only difference now: my 40 Ironmans in 40 years will not all be in Lake Placid”*... During the pandemic, the inspiring sportsman still made his Annual Ironman (2020-2021) on the scheduled date, but at his home in Granby, surrounded by a small support team for the 3.8 km swim, 180 km bike and 42.2 km walk that make up a triathlon Ironman.

### In 2023, still on a bike, he will reach IRONMAN ALASKA...

This year, he will also return by bike from Lake Placid, to officially mark the beginning of the preparations for his “Canadian tour” which will take place in 2023 when he will reach (and return), always by bike, Juneau, the capital of ALASKA, to participate in its 2023 Ironman triathlon. *“Lake Placid and Juneau are approximately 100 km each from the Canadian border. The only difference is that there are 5900 km more to ride in Canada before arriving at the border crossing which is 100 km from Juneau”*. He adds with a laugh: *“It’s almost the same!”* His Alaska Ironman project will be combined with a tour of his conferences in thirty cities where he plans to stop.

### Lake Placid 2022 will be his 63<sup>rd</sup> endurance challenge since 2006.

This nomadic athlete has, among others, 14 marathons on foot, 16 Canadian Ski Marathons, 13 Ironman distance triathlons and 4 Ultramarathons to his credit. In 2006, during the first challenge of this sequence, there was nothing to predict that it would become a conference, a book, radio chronicles and a tour across Canada. *“Being questioned about my way of approaching the challenges resulted in all of this”*. His positive and contagious approach is described in his book **“The Joyful Approach to Challenges: Always Winning!”**

### The importance of the starting line according to Pierre Beauregard...

The vision of our tireless philosopher resonates in the hearts and minds of all who read his book or attend his lecture. According to him, the most important moment of any challenge, whether sporting, personal or professional, is the **“starting line”**. *“If you are proud of yourself when you initiate a challenge... you are a champion!”* It is that vision he wishes to share with as many people as possible through his conferences, his book and his chronicles.

He invites you to follow him in his adventures by visiting his website [www.pleinairenor.ca](http://www.pleinairenor.ca)

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**Pierre Beauregard** is available for telephone interview July 19<sup>th</sup> to 23<sup>rd</sup> and July 25<sup>th</sup> to 27<sup>th</sup>

Pierre Beauregard Speaker author, columnist, consultant and athlete  
phone: 438-888-9144  
email: [viensjouerdehors@hotmail.com](mailto:viensjouerdehors@hotmail.com)  
website: [www.pleinairenor.ca](http://www.pleinairenor.ca)

Credit: PLEIN AIR EN OR



Pierre Beauregard

438-888-9144

viensjouerdehors@hotmail.com

[www.pleinairenor.ca](http://www.pleinairenor.ca)