

PRESS RELEASE

For immediate release

3rd part of the CRAZY TOUR

RETURNING HOME...

...After more than 7000 km on bicycle AND a solo triathlon (Ironman distance)...

Vancouver, British Columbia, August 15th 2023 – This Friday, August 18th, will take place the 3rd part of Pierre Beauregard's **CRAZY TOUR**. He initially left on his bike on April 9th from Granby, Quebec. The reviews are unanimous: His speaking engagement **"The joyful approach to challenges: ALWAYS WINNING!"** alongside with his epic cycling adventure, deserves to be shared. He says with conviction: *"I have acquired the certainty that a lot of people are looking for my message and want to hear me!"* With humor and enthusiasm, he shares colorful anecdotes and personal insights gained during the 1st part of his endeavor (4 months/7000 km) and the forty presentations in more than fifteen cities so far. Let's not forget that he was heading to Alaska for his 66th endurance challenge, nothing less than his 15th "Ironman distance" triathlon, which he completed on August 6th, in SOLO (since the official event was canceled).

Pierre set off on his bicycle for 7 months and 12 000 km, from coast to coast, to meet young and not-so-young people who want to benefit from the powerful message he shares through his inspiring talk **"The joyful approach to challenges: ALWAYS WINNING!"** which he presents in both English and French. The highlight of his **CRAZY TOUR** was his 15th Ironman distance SOLO triathlon in Juneau, capital of Alaska. An Ironman triathlon combines **3.8 km** swimming, **180 km** cycling and **42.2 km** on foot. Pierre now has under his belt 15 Ironman triathlons among the 66 endurance challenges he undertook since 2006.

Follow his **CRAZY TOUR** via his Facebook page and his website www.pleinairenor.ca that contains photos, videos, links to interviews and his GPS position when he is on the road.

Who is Pierre Beauregard?

On his first challenge in 2006, nothing suggested that he would become a speaker and an author, of the book bearing the same title as his speaking engagement and prefaced by none other than Pierre Lavoie, the famous triathlete and activist for healthy living habits. On top of being a speaker and an author, Pierre is also available as guide, outdoor consultant, columnist, as well as offering two great adventures for people without experience. All of that part of his project **PLEIN AIR EN OR**, launched in 2017.

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Pierre Beauregard is available for interview before his August 18th departure and throughout his **CRAZY TOUR**. Note that communication is not instantaneous since he is on his bike, sometimes in areas without cellular nor wifi services.

Cities visited/calendar/info: www.pleinairenor.ca

Pierre Beauregard

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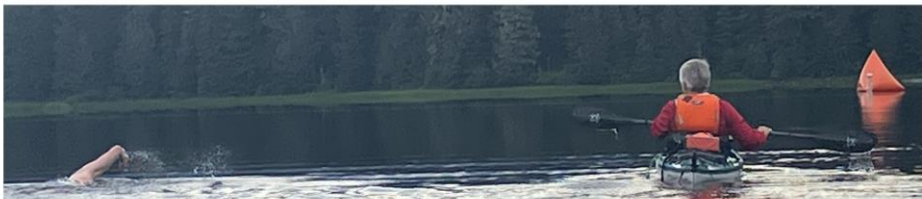
Photos available upon request

Credit: @kim.annand



Credit: PLEIN AIR EN OR

August 6th 2023- 66^h long distance challenge since 2006 - 15^h Ironman distance triathlon- Juneau, AK



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