

#7days7irons

Follow an ordinary man on a journey to train for and complete an EPIC challenge, a huge feat of physical and mental endurance that has never been attempted before...

#7days7irons

7 Iron Triathlons
7 consecutive days
Lands End to
John O'Groats

7x

SWIM 2.4 miles
BIKE 112 miles
RUN 26.2 miles



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INTRODUCTION

#7days7irons is the brainchild of Jason Roberts, a North East wannabe triathlete.

Jason began his fitness journey in 2009 after back surgery had stopped play years before. By his own admission Jason is neither a swimmer, a cyclist or a runner but enjoys all three. "I am not fast but I can go a long way" says Jason in his defence.

And that's what this challenge is about, **Stamina** and **Endurance**.

#7days7irons is a journey of 7 Iron Man Distance Triathlons in 7 Consecutive Days over the length of the UK from Lands End to John O'Groats. An overall distance of 980.6 miles and a daily effort of 140.6miles.

The individual days will consist of a **2.4 mile swim** in sea, lake or pool depending on the day, a **112 mile cycle** on roads and a **26.2 mile run** which is a marathon distance.

This is literally no walk in the park! It has never been done before and, as with all 'firsts' there is the inevitable nervous doubt, "Why has no-one done this before?" A question that Jason asks himself on an almost daily

basis. "Endurance Athletes have attempted, some successfully others not, to do 7 Iron Distance Tri's back to back before but never along this route".

There is little doubt that this is one of the greatest challenges that an individual could set for themselves. It will be **physically demanding** with a high chance of injury and fatigue and extreme **mental pressure** from start to finish. In fact, as many athletes will tell you, it is the mental game that has to be won first.

What Jason doesn't have in athletic ability he more than makes up for in attitude. This is an individual who has self-treated a defeating back injury which Consultants told him would prevent him from running all but the shortest of distances ever again. "A sprint triathlon would be out of the question" they said. That was at least 8 sprint triathlons and a couple of Olympic distances ago. Jason's mantra for his challenge and life in general is

"STRENGTH IN MOVEMENT"

"I used a lot of different movement exercises to ease substantial back pain and found that actually, the more I moved and kept moving, the stronger I became and the less

grief I would get from my back.

"Eventually this allowed me to start some small core exercises which then allowed me to start jogging then running and cycling. Strength, for me, came from movement and still does"

"I am not fast but I can go a long way"



Jason Roberts

The Goals

- Do 7 Full Distance (Ironman Equivalent) Triathlons between Lands End and John O'Groats in 7 Consecutive Days
- Raise Awareness of Health and Fitness through visiting schools and groups to talk about the journey
- Raise a minimum of £50,000 for North East Children's Charities
- Fulfil a Personal Ambition to Conquer a Huge Physical and Mental Challenge
- Set a New World Record – Fastest Multiple Ultra Triathlons from Lands End to John O'Groats

OTHER PLANNED EVENTS

Between now and the main event Jason will be training almost daily within the 3 sports that make up a triathlon. He will also be using other events as an opportunity to train, raise awareness of #7days7irons and to raise as much money as possible for charity.

Such events that are scheduled so far in 2014 are:

Virgin Money London Marathon

EnduRun24 – 24 Hour Solo Endurance Run

Virgin Cyclone – 104 Mile Bike Ride

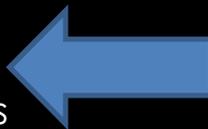
The Newcastle Triathlon – Olympic Distance

The Spanish City Triathlon – Sprint Distance

The Great North Run – Half Marathon

The list keeps growing and will inevitably include a couple of Ironman and half Ironman events. Check www.7days7irons.wordpress.com/events regularly for an up to date calendar.

To Donate Click Through To
www.virginmoneygiving.com/7days



CHARITY

Jason is striving to raise **£50,000** by the end of the challenge. This will be split equally between 2 children's charities; Children North East and CHUF.

Children North East is the oldest independent children's charity in the North East. They have been transforming the lives of children and young people for over 120 years. 1 in 4 Children in the North East live below the official poverty line – they go without meals and warm clothing, are unable to go on school trips are have to take care of parents with mental health or other problems. CNE are there to help give these children the same opportunities and breaks as their peers.

CHUF - Children's Heart Unit Fund One of only 2 such centres in the UK providing almost half of paediatric heart transplants. The Children's Heart Unit Fund aims to keep the Freeman Hospital at the forefront of children's cardiac care by raising money to buy equipment, facilities, aftercare, pay salaries and research for the Children's Heart Unit.