

Ironman World Record Holder, James Lawrence, Attempts New Record-breaking Challenge: 50 Ironmans, 50 Days, 50 States



PRESS RELEASE

For Immediate Release

Superhuman Triathlete Attempts Record-breaking Challenge: 50 Ironmans, 50 Days, 50 States by Ironman World Record Holder, James Lawrence (aka Iron Cowboy)

Salt Lake City, UT, May 20, 2015 — James Lawrence, the current Guinness World Record Holder for Most Ironmans Completed in a Year, is taking on a 50-state Challenge this summer that he aptly calls the 50-50-50 Challenge.

His purpose is to bring a national awareness to the ever-growing epidemic of childhood obesity, “We’re the first generation where the parents are slated to outlive their children,” The Iron Cowboy said, “The epidemic is so crazy that I had to do something that equaled its craziness in order for people to pay attention.” He’ll race 50 Ironman-distance triathlons in 50 consecutive days in 50 states to bring awareness and raise funds to fight this epidemic.

Though racing this far seems impossible to most, James is prepared, “I know my limits were not reached in 2012 [when breaking the Ironman World Record] and I want to test the true limits of my mind and body with this 50-50-50 Challenge, and I want the people of the United States and around the world to join me,” said The Iron Cowboy.

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The 50-50-50 Challenge requires completing a 2.4-mile swim, a 112-mile a bike ride, and a 26.2-mile run every single day for 50 days in 50 different U.S. states. To save you the math, it's a total of 120 miles swam, 5,600 biked, and 1,310 run over the course of the challenge. The public can join and participate, free, in their city's challenge by registering at [The Iron Cowboy's website](#).

The Iron Cowboy begins his journey on June 6, 2015 and will then travel state-to-state beginning in Hawaii, continuing to Alaska, and racing every day to finish in his home state of Utah on July 25. To see the route and schedule of where and when The Iron Cowboy challenge will take place check [here](#).

Childhood obesity is exploding in America, with this generation being the first where parents are slated to outlive their children. As a father of 5, James believes it's vital to reverse this trend and is using the publicity and profits he generates from the 50-50-50 in partnership with [The Jamie Oliver Food Foundation](#) to fight this epidemic.

Thanks to generous donations from sponsors, James' trip is funded, but he requires \$100,000 in public donations for the documentary about this record-breaking victory. Award-winning director and cinematographer, [Jacob Schwarz](#), will produce the documentary.

Donations are being accepted through The 50-50-50 Indiegogo campaign [here](#). Donors will receive unique perks like one-of-a-kind art works, apparel, race bibs and copies of the documentary when completed.

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Interviews with the Iron Cowboy and additional hi-res images are available on request. Please contact Jordan for more information.

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Links:

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