

## TESTIMONIALS

### Industry

#### **Jenny Hayes, IBEC Head of Management Training.**

"Gerry and Ken were the perfect fit to launch our 2010/2011 IBEC Training Services. These guys have proven that we really can raise the bar in terms of goal setting and that we should not limit ourselves to what others might say is possible. They had a dream, they stretched themselves and they achieved, MASSIVELY. These guys are INSPIRING, down to earth and have a wonderful CAN DO attitude. After hearing their talk, I felt I could do the challenge myself."



### Schools

#### **Joe O'Meara, Principal Colaiste Mhuire, Mullingar.**

"Many thanks for your fabulous presentation to our sixth year students and their parents recently. We have received huge feedback since, all extremely positive. Congratulations to you both on your achievement and your presentation."

#### **Eileen Alford, Deputy Principal, St Joseph's School, Rochfortbridge.**

"An inspirational story, well told with a very relevant message for young people."

### Business

#### **Eamon Breen, Managing Director, Inspired Software & Services Ltd.**

"Gerry presented at our team meeting to help launch our new BizPortal product offering for the U.K. In these times we need all our people prepared to go the extra mile and see big challenges as opportunities and not insurmountable obstacles to success. Gerry's inspirational talk really made the team feel like 'anything is possible' with the right frame of mind. I would highly recommend that your company hear the 32 Marathon Story."



#### **Vinnie Glennon, Plant Manager, Lagan Cement.**

"I asked Gerry to open a Customer Experience day for the management team at Lagan Cement. The objective for Gerry's presentation was to set the team up with a *can do* frame of mind to take into the days discussions. As expected, myself and all team members were impressed at Gerry's ability to connect on an emotional level. The content, structure and delivery of the presentation achieved exactly what we needed. All team members engaged with a "can do" enthusiasm during the remainder of the day. I have no hesitation in recommending Gerry to any business who is looking for a positive, engaged attitude from its teams."



**Book a seminar for your company, business or school today!**

**Phone** 087 622 11 44 **Email** [info@32marathons.com](mailto:info@32marathons.com)

**website** [www.32marathons.com](http://www.32marathons.com)



Two men ran  
32 marathons  
in 32 counties  
in 32 days

AN AMAZING  
STORY OF THE  
POWER OF GOAL  
SETTING & AN  
UNSHAKEABLE  
SELF BELIEF

Introducing a...

# Motivation Seminar...with a difference!



*"If we did all the things we are capable of,  
we would astound ourselves"*

*(Thomas Edison)*

# These guys ran... 32 Marathons in 32 Counties... in just 32 Days!



## The 32 Marathon Story

On 02 August 2010 Gerry Duffy and Ken Whitelaw accomplished an amazing ambition that was two years in the making. **In July and August 2010 they ran 32 marathons in just 32 days.** In order to help them achieve their goal they enlisted the help of a rotating crew of 16 for 32 days, over 100 people prior to the event starting and over 1,050 people volunteering along the route.

As if the task was not big enough they also set about encouraging hundreds of fellow runners to join them on one leg of their journey. In the preceding six months prior to starting, they managed to encourage 1,100 fellow runners, joggers and walkers to register and to train specifically for this event. Over 70% of these 1,100 people had never ran a half or a full marathon before.

From 02 July to 02 August 2010 Gerry and Ken completed 26.2 miles every single day in each of the 32 counties. In the process over €500,000 was raised for Irish Charities. It is an amazing story of goal setting, creating a vision and carrying out a strategic plan, on a MASSIVE scale.

They roped  
in some well  
known faces  
to run aswell!



Johnny Donnelly (ex Sawdoctors) Gerry Duffy, Michael O'Leary, Charmaine Kenny (2009 Rose of Tralee), Ken Whitelaw

## Public Speaking Engagements

Since they crossed the finish line, Ken and Gerry have had many requests to share their story by way of motivational seminars. The reaction has been staggering. Everyone from Leaving Certificate Students, Business Leaders, Sports Teams to Start Up Workshops have been inspired by hearing about how they pieced together the 32 Marathon Challenge. The challenges they faced for 12 months prior to and during the event are comparable too by the many challenges that we all face in life each and every day.

**“It is an amazing story of goal setting, creating a vision and carrying out a strategic plan, on a MASSIVE scale.”**

Ken and Gerry are two very ordinary guys, who love big challenges. Gerry feels that one of the biggest challenges he has ever faced was to drop 56 lbs in weight when he was 27 years old.

The story of the 32 Marathon Challenge is a story about getting outside ones comfort zones, a place it is all too easy to stay within. They have proven that life gives us so much more if we do so. This relates not just to sporting goals but also to academic goals, business goals or personal goals. The Irish Business and

employers Federation (IBEC) thought it was such an example to their members, that they asked Ken and Gerry to launch their 2010/2011 Training Schedule and to share their story with their members.

**“I’m tempted to ask, Are ye mad ?”**

*Matt Coopers opening question on the “The Last Word”*

Gerry and Kens story is an example of what can be achieved, once one adopts the correct mindset. They had huge self belief that they could accomplish it and firmly committed to the challenge by announcing it on National Radio seven months before they started. Matt Coopers opening question to them on “The Last

**“... after hearing the talk, I felt I could do the challenge myself”**

*Jenny Hayes, Head of Management Training IBEC.*

Word” on Today FM was “Are ye mad?” .

Their belief in their own ability to achieve such a goal involved not just to train to run a marathon every day for 32 days but also to piece together, the enormous logistics that an event of this magnitude involved. Over 2,200 people assisted either directly through running or volunteering.

**Your company, sports group or school should hear this story. Book Today!**

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*Gerry & Ken with Jenny Hayes, Head of Management Training, IBEC >*

