

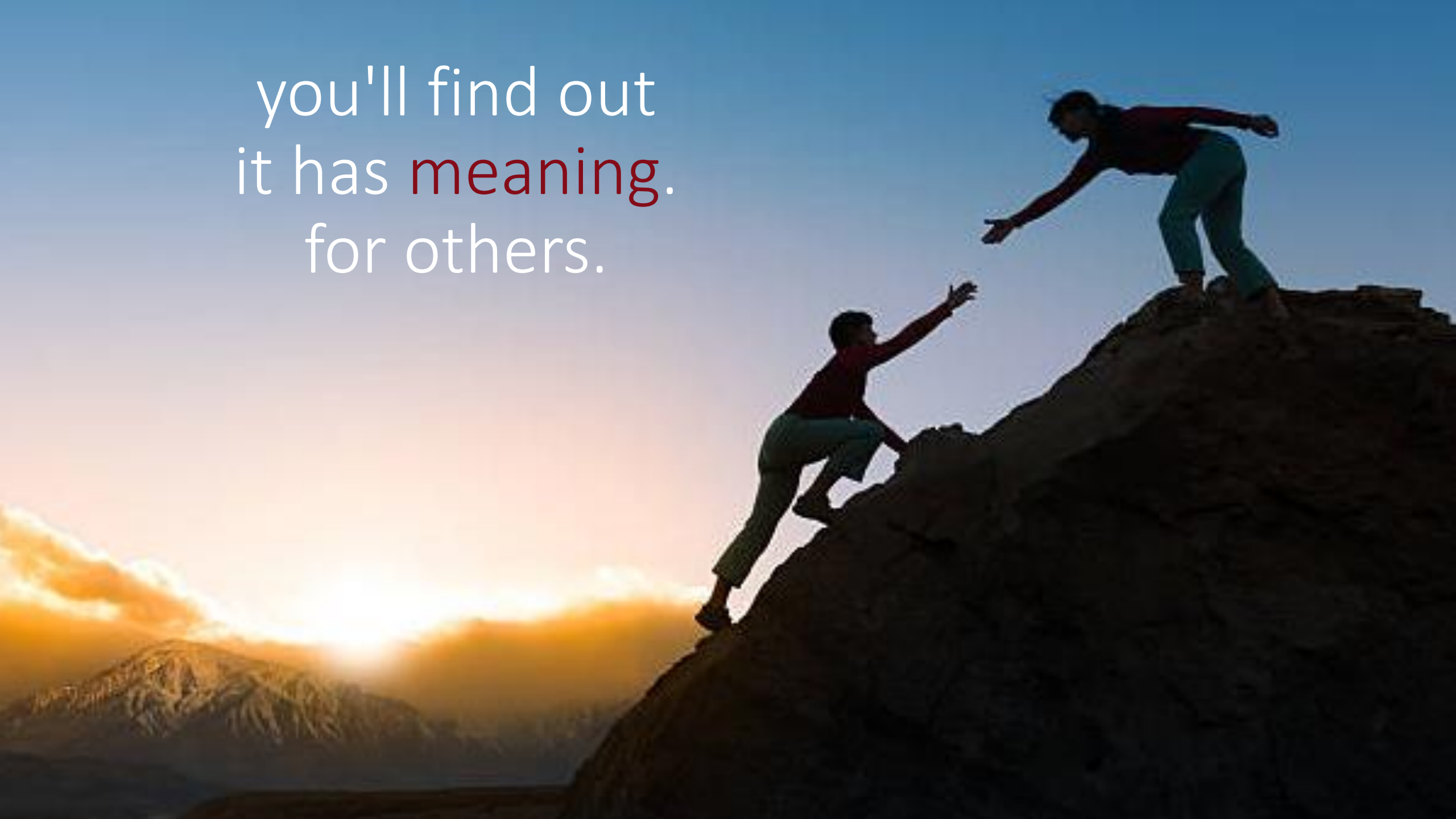
**“a story about me?
not so interesting for
you...”**

most of you think that way, but remember,

YOU truly are a story,

for yourself and for others!

you'll find out
it has meaning.
for others.



so here's mine:

from
an ordinary lady
to
an IRONwoman



from A to B

A = I don't have the vaguest idea
what to do with my life 😞

B = I think I found my way 😊

C = ?



A.
a lot of confusion
going on and...
discovering sports!



I started with mountainbike.
a men's world, actually. 😊





© Dragos Ion

and continued with more
sports! :D

learning how to swim for
my first triathlon





it was the trauma of the first open water swimming.

I still get panic attacks at the beginning of every triathlon race.

yes, at the start you get fists in your head, and legs in your stomach.

but by the end of the traumatic swim, something wonderful happened: a man who was struggling to finish, too, tried to keep up with my (ridiculous) pace, so we started to swim together towards the shore.

men & women in amateur sports competitions
in Romania:
the men are dominant



when I race them and then overtake them in a
competition: they suddenly become more
energetic!

so they hurry to regain their position.

sometimes they succeed :)

but at the beginnings, I found out that most of my blog readers are men, also when in competition, on the trail, they would recognize me from the blog:

“Hei, it’s you, from Adrenallina, aren't you?”





and more sports! :D

completing an Ironman
extreme triathlon:

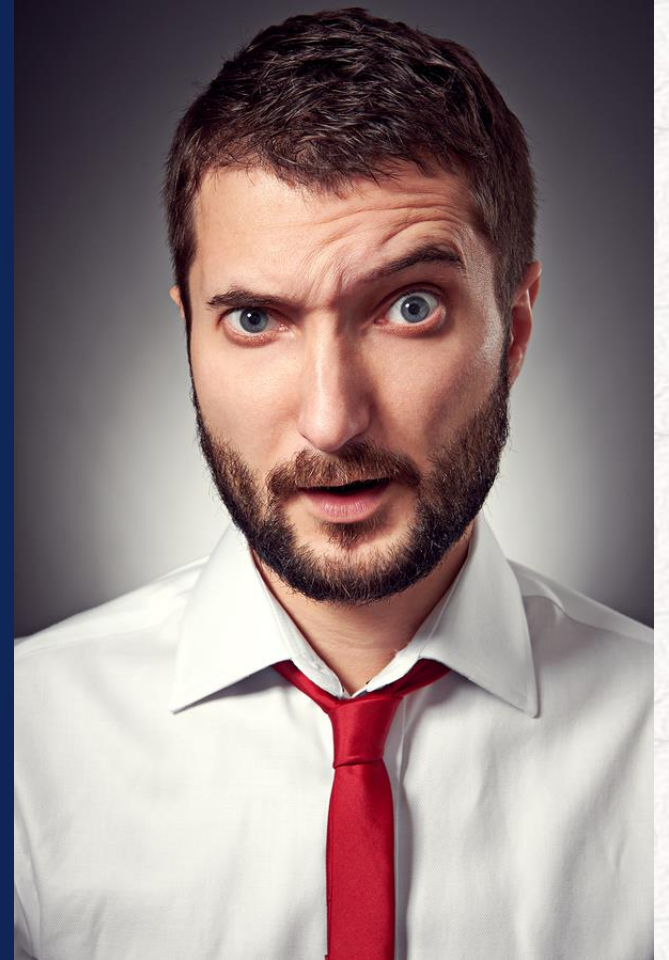
3, 8 km swim

180 km bike

42 km run

the moment when men start
asking you:

YOU? did an Ironman?!?



When I completed the race, in 2014, there were only 110 men in Romania who completed the distance and only 10 women, because of its difficulty. So not too many engage in endurance events. It's has to do a lot with the tolerance to sufferance. :)



but the race in itself doesn't have to do with your gender or your age, but with your preparation and... mostly your mind.



so here is what both men and women share during an Ironman:

- being extremely nervous at the start line;
- at some point in the marathon, replacing running with walking;
- sometimes a flat tire at the bike course that can destroy your race;
- somewhere between 12 to 16 hours continuous in the race;
- optical illusions with the finish line halfway through the race;
- terrified public who looks at you with such mercy while you compete that you wonder *“do I look that bad at this very moment?!”*;
- feet injuries, stomach ache, muscles cramps, exhaustion, extreme dehydration;
- repeteadily asking oneself a question: *“why the hell did I entered this madness?!! If I survive I’ll NEVER do that again”*;
- the day after: *“it was crazy! I must do this again!” :D*

because no matter how trained
you are, you will suffer.
some research studies show women can tolerate
pain better than men.

what the race taught me:

*when you think you're done and reached your limit,
you can still go a long way. 😊
no matter if you are a man or a woman.*



connecting the dots to a new road:
from confusion & pain

TO passion/ marketing & communication professional/ amateur
athlete/ sports blogger



idea

B.

founding the first PR/ communication agency in Romania dedicated to sports

www.adrenallinamedia.ro





Sport Marketing in Romania is a traditional event powered by Adrenallina, Sports PR & more, the only of its kind, that takes place each year. The conference brings together the companies in Romania that invest in sport or associate with sport, the associations/ federations/ NGOs that develop activities in sports area, as well as professional athletes. In 2017 the agency launched a dedicated study, a premiere for the market - TOP SPORT SUPPORTING COMPANIES IN ROMANIA.



Adrenallina, Sports PR & more organises events for the sports community and amateur and professional athletes, where the speakers (top amateur athletes, nutrition specialists) present useful information, advices or tips & tricks related to sports, for the public. The attending sport aficionados learn how to improve their performances and gain motivation through succesful stories. The events are a very good networking tool for the community.

What sports offered me:

a way of getting rid of my negative emotions

more confidence in myself

a more positive approach on life

the spirit of “fighting” with difficulties

satisfaction – I realised that the final result of my competitions are

proportional to my effort/ training

new friends

and eventually... a new life



currently ON THE ROAD TO...

C 😊

