



YDRF

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Press Release

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Montgomery Village Resident Selected to Compete in Ironman World Championship.



Montgomery Village Resident, Edward DeJesus was selected from more than 5000 athletes to compete among 1800 of the world's top triathletes in the Ironman World Championship in Kona, Hawaii on October 9, 2010.

<http://ironman.com/events/ironman/worldchampionship/lottery/>

DeJesus will swim 2.4 miles, bike 112 and run 26.2 to claim the coveted title of Ironman. DeJesus started an intense regime of training about two years ago in preparation for the SunTrust National Marathon. DeJesus attributes his passion for achievement to his work with at risk youth throughout the United States. For over 24 years, DeJesus has been a tireless advocate for opportunities for at-risk youth. With the current state of the economy, DeJesus knows telling at-risk kids they can achieve whatever they set their minds to is not enough. He plans to show them through example.

DeJesus is applying his youth success formula: A.S.P.I.R.E. to his own training regime and race preparation strategy.

A = Awaken - take responsibility for your training and development.

No one will do it for you.

S= Seek out supportive environments and positive people.

Get advice from those who did it before and who helped others do it too.

P= Produce positive emotions

The race will feel good to you if you feel good about the race.

I = Inventory and Improve Your Skills.

The skills that got you here; won't get you there.

R= Remove Risk Factors

You often hold the things that hold you up

E = Educate Yourself

The more you know, the faster you'll go.

DeJesus is taking this message to youth across the U.S. in an effort to fight against the affects of haphazard lifestyles, poor nutrition, little exercise and drugs and alcohol through YouthTRi leadership seminar.

DeJesus is the author of numerous books and reports on issues affecting at-risk youth. He is a W.K. Kellogg Foundation National Fellow and a former Vice-Chair of the National Youth Employment Coalition. He is currently a consultant to numerous government and non-profit organizations on issues of youth education and employment.

To contact Edward for an interview e-mail: ed@ydrf.com