



Utah Endurance Athlete Smashes World Record

James Lawrence, aka "Iron Cowboy", has smashed his own world record and is on schedule to complete 50 full triathlon events in 50 days in 50 states on July 25

PLEASANT GROVE, UTAH, USA, July 20, 2015 /EINPresswire.com/ -- James Lawrence, aka "The Iron Cowboy" (www.ironcowboy.co) is on the cusp of setting an astonishing new World Record in the Triathlon world.

In 2014 Lawrence announced that he would do 50 full triathlon events in each of the 50 US States in a consecutive 50 day period. He started this epic effort on June 7, 2015 in Hawaii.

With local state Triathlon clubs participating with him in each state he completed event #44 in Lincoln Nebraska on July 19th. On July 20 he will be in Sioux Falls SD, July 21 in Bismarck ND, July 22 in Bozeman MT, July 23 in Jackson WY, July 24 in Idaho Falls, ID, and the final event on July 25 in Provo, Utah. (He set the Guinness world record in 2012 for the most full triathlon events in one year, completing 30 events. (This obliterated the previous world record of 20.)

Lawrence has been raising donations for child obesity awareness and prevention by teaching children to be active. Individuals who would like to run a 5k segment of the historic marathon portion of the event with the Iron Cowboy may do so by making a small donation to the Jamie Oliver Food Foundation (<http://www.ironcowboy.co/donate/>).

Those who have come to swim, bike or run with Lawrence have expressed in thousands of messages on the Iron Cowboy facebook page, (<https://www.facebook.com/Ironcowboy>) how inspirational this event is to them personally. He engages freely with his fans and supporters, bonding with them in their time with him. He has especially resourceful and entertaining wingmen (Aaron and Casey) who make sure everything is ready for every event and who have become crowd favorites for their antics and good humor.

Lawrence is married to Sunny Jo Hatfield and they have 5 young children who are accompanying them from start to finish with the purposeful intention of making this a family adventure to remember. When she was asked about the planning of this event she said, "He wanted to do it in 2014 but we agreed that getting him fully ready and then dealing with the logistics needed more time, especially since we wanted our family to be a full part of it."

Mark Wiedmer in the TimesFreePress.com headlines his story following race #18 in Colledgedale, TN: "Iron Cowboy' doing toughest athletic achievement ever" (<http://www.timesfreepress.com/news/sports/columns/story/2015/jun/24/wiedmer-lawrence-doing-toughest-athletic-achi/311165/>)

Ronald Hatfield
Princess Festivals International
8018300911
[email us here](#)

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