

Optimum Elite Club Joins Forces with Never Give Up Day to Champion Global Resilience

A global alliance honoring the grit behind greatness — empowering leaders to celebrate the strength it takes to rise, lead, and never give up.

NEW YORK, NY, UNITED STATES, August 8, 2025 /EINPresswire.com/ -- In a powerful alignment of vision and values, Optimum Elite Club, a premier global network of influential leaders and high-performing individuals, has officially partnered with [Never Give Up Day](#) — the global celebration honoring resilience, perseverance, and the courage to keep going.

With a presence in over 30 countries, Optimum connects philanthropists, entrepreneurs, business visionaries, and global influencers, providing strategic guidance to ensure profitable growth and purpose-driven impact. Now, with this partnership, Optimum proudly joins the mission to make [August 18](#) the world's most meaningful day of strength, perseverance, and personal leadership.

"Never Give Up Day resonates deeply with our members and our mission," says [João de Lima Ginés](#), CEO and Founder of Optimum.

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Never Give Up Day isn't just a celebration — it reminds us that perseverance is the most human, universal power we all share.”

Alain Horoit

quit.



#NeverGiveUpDay

“So many of our members have achieved extraordinary success — but the real story lies in everything they overcame to get there. Success is never just about the wins; it's about the grit behind the journey.”

As a global observance recognized in over 40 countries, Never Give Up Day shines a light on the strength behind every story — the unseen battles, the silent persistence, and the courage to keep going when it would be easier to

"When you reach the top, the challenges don't stop — they change," João explains.

"In fact, staying on top often demands even more from you than getting there. That's why the message of Never Give Up Day is timeless — it inspires at every stage of the journey, even after success has been achieved."

Optimum's support reflects a growing movement among high-level achievers to speak openly about the importance of resilience — not just in the early days of the climb, but in sustaining impact, navigating pressure, and leading by example.

"We are proud to stand beside a global day that reminds people everywhere: your strength matters, your story matters, and your perseverance is powerful," João adds.

"A true leader is not just someone who has succeeded, but someone who has inspired others to do the same."

This strategic alliance between Optimum and Never Give Up Day aims to elevate the celebration beyond inspiration — toward real visibility, meaningful storytelling, and lasting impact. It's a shared mission: to empower individuals to own their journey, celebrate their resilience, and use their voice to lift others up.

"Partnering with Optimum shows that real leadership honors the journey, not just the success," says Alain Horroit, Founder of Never Give Up Day.

"Together, we amplify the message that true strength lies in never giving up — and in inspiring



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others to rise as well.”

About Optimum Elite Club

Optimum is an exclusive global network for high-profile individuals, changemakers, and industry leaders. Through its vast international reach, Optimum offers access to strategic partnerships, investments, and personal development opportunities that fuel meaningful success and cross-border growth.

About Never Give Up Day

Never Give Up Day, held every year on August 18, is a global celebration of perseverance, recognized by cities, communities, and organizations worldwide. It honors those who keep going, uplifts those in struggle, and unites people across all walks of life around a powerful universal message: never give up.

Alain Horoit

NEVER GIVE UP DAY

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