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Double Badwater Marathoner Bill Bradley Defies the Odds Bradley to swim the English Channel – Again

Santa Rosa, CA - On September 28, Bill Bradley's nine day window will open for him to swim the 21 mile English Channel. Plunging into the challenge only nine weeks after becoming the 24th person *ever* to run and complete the grueling 292 mile Double Badwater Ultramarathon with a Mt. Whitney summit!

In 2005, when Bill Bradley lost his multi million dollar business and his second marriage ended – he fell into a depression. But not for long. Unlike most men that wallow in the depression for years after such losses, Bradley took control of his life and decided to *Show up and Suffer*, his trademark motto as an extreme endurance athlete. Today, Bradley challenges himself with extreme feats that others dare not try.

Since that lousy year, Bradley has finished a Triple Ironman (composed of a 7.2-mile swim, a 336-mile bike ride and a 78.6-mile run); the Race Across America (RAAM), a 3,000-mile bike race from Oceanside, California to Annapolis, Maryland; the Furnace Creek 508, a bicycle race through Death Valley and the Susitna 100, a 100-mile run across the frozen Alaskan tundra while pulling a 40-pound sled filled with survival gear, among others. This year, he's already run 199 miles and swam under the Golden Gate Bridge in between those miles, sharks and all. And just six weeks ago, Bradley became the 24th person to run and complete the 292 mile Double Badwater Ultramarathon with a Mt. Whitney summit in record-setting temperatures that reached 135 degrees. "I'm still wearing sandals and waiting for the last blisters to heal" Bradley said.

So what's next for this 50 year old that most people think has a death wish?! Swimming the English Channel again; after nearly drowning there last year.

"The English Channel is known as the Mount Everest of Swimming. To swim it, one has to endure rough, cold, 50-60 degree water *without* a wet suit while swimming a 21 mile distance continuously - no breaks! A person of my speed will end up swimming 28 plus miles because of currents. My expected time to finish is 16 to 19 hours" he said.

To qualify for this year's swim, Bradley had to complete a six hour swim in the San Francisco Bay, without a wetsuit. To prepare for the Channel, Bradley has continued to train in the frigid bay water on weekends. "The San Francisco Bay is similar to the English Channel conditions. However, during last year's attempt, I could only last four hours as the Channel was twice as rough as anything I had ever experienced in San Francisco. But I'm better prepared this year!" he said. All this from a man that didn't learn to swim until the age of 35, could only swim across the pool once and would never go in water over his head!

But there's more to Bradley than just extreme defiance - he uses his personal challenges to motivate others too and spreads his message through speaking engagements. "I believe as an average person, you can achieve extraordinary results simply by not quitting. There are a lot of teens, small businesses, even corporate leaders that need to hear this message" he said.

For more information and to schedule an interview, please contact Bill Bradley at (707) 953-2206, wjb71460@comcast.net

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