

# I ♥ TRI

## PEOPLE WHO LOVE TRIATHLON

### BRIAN KERBY

FROM Cape Town  
JOB MD of Adidas

“ I guess that as the most challenging one day sporting event around this lures one into doing IRONMAN. I also can honestly say that I've thoroughly enjoyed every IRONMAN event I've competed in as the organization is great and the support the people of PE give the event make it a really special day. You also know that no matter how good or how bad a day you have, you are going to have to dig deep mentally and physically just to finish – this is what ultra events should be all about. ”



# HOW BRIAN BALANCES TRI & EVERY DAY LIFE

**BRIAN KERBY, MD of Adidas South Africa has had his hands full for the past 4yrs juggling the workload that comes with hosting the Soccer World Cup in South Africa. He still however loves the sport of triathlon and managed to fit in both the 70.3 as well as the IMSA events into his busy schedule.**

### HOW DOES THE MD OF ADIDAS SA JUGGLE WORK AND PLAY?

Funny, a lot of people asked me this – how could I possibly find the time to train, and compete during a year when we have the FIFA World Cup to prepare for? The way I look at it is that I need a release from all the extra work commitments and exercise has always provided me with this so hence tackling IRONMAN. If I didn't set myself another challenge I would have ended up working 24/7. With my work commitments I find trying to stick to a training program very difficult. What works best for me is to try and reach a certain number of hours of training per week based on what I've achieved in previous years when I've trained for IRONMAN. To be honest I struggled to even achieve this as my travel schedule this year has been pretty hectic. When I'm at home I get up at 5:45 to train and then either run, swim or bike depending on how much time I have before I have to be in the office. During the week I'm usually able to put in an hour, maybe an hour and a half, in the morning and then I try and fit in one or two sessions in after work during the week. The after work sessions I count as a bonus as these very seldom happen as work commitments invariably mean I'm in the office till 6:30/7:00pm. However, as I work for a sports company we have a policy of practicing what we preach and all staff are able to spend Wednesday afternoons out exercising so I try and make good use of this opportunity whenever I don't have appointments. When I'm traveling I rely on running and making

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use of the gym before work. What has made a big difference to my training is that I invested in an indoor trainer which has allowed me to get in more cycling hours during the week. With all the carnage on the roads, rather spend time on the trainer.

#### WHAT IS IRONBRIAN ALL ABOUT?

I was reading an international triathlon magazine (before yours became available!) and there was an article about a soldier in Afghanistan who believed in the power of sport to change the lives of all the children in the combat area where he was stationed. He raised money for sporting equipment by competing in IRONMAN events. I found this to be really inspirational and thought that if this guy could train in a war zone and compete in IRONMAN events, I certainly could find the time in my schedule. My initial idea was to raise funds to purchase soccer balls to give to SCORE who are the Adidas charity of choice. They do an unbelievable job in providing coaching and sporting opportunities to thousands of underprivileged children in communities around Southern Africa. SCORE had far grander ideas to raise funds and came up with a project which they named IRONBRIAN and set up a website [www.ironbrian.org](http://www.ironbrian.org). The goal, a lofty R324,000, which will be used to build a multi-purpose court in one of the SCORE communities. I've witnessed first hand the fantastic work which SCORE do in Khayelitsha and I've seen how the first multi-purpose court, which Adidas International funded, has been used. With SCORE being an Adidas charity and knowing the work they do, it was an automatic choice for me to support. We still have some way to go to achieve our objective and we'll continue until we get there. Doing something for charity brings a whole new dimension to the event – when you are really struggling, you know that what you are going through is made worthwhile by the lives you can improve through your efforts.

#### WHY DO IRONMAN, IT'S A LONG WAY AND A TOUGH CHALLENGE?

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### RAOUL DE JONGH

FROM Cape Town

JOB Owner of Rok Media

“ The Ironman PE race this year was the toughest one I have yet raced. The chop in the water, the wind on the first lap on the bike and the heat to contend with on the run certainly made for a grueling last 10km on the run. After a crazy season I had hoped to just go out and hang on and managed to almost squeeze into the top 10 overall. It was great to be in the mix, despite riding on my own for 160 of the 180km. I was off the bike 20th and came in 12th overall, 2nd South African and first in the highly competitive 30-34 age group. A great day out, even if I couldn't walk the following day.”



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