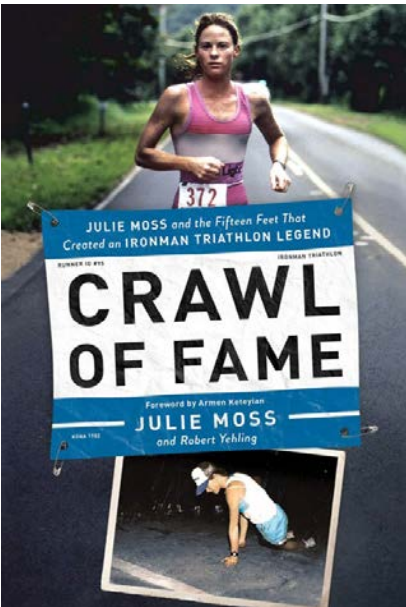


Julie Moss



For more than 35 years, Julie Moss has been synonymous with excellence and performance, both as an Ironman and USA Triathlon Hall of Famer, and as a public speaker with a message of empowerment and never quitting. From her stunning crawl across the finish line at the 1982 Ironman World Championship — the most famous moment in triathlon’s 40-year history, viewed by millions on Wide World of Sports — to her third-place age-group finish at the 2018 Ironman, Julie has delighted and inspired millions throughout the world. Now, with the publication of her long-awaited memoir, *Crawl of Fame* (Pegasus Books), she inspires all over again.



Julie grew up in Carlsbad, Calif., surfing and being part of a number of high school sports teams. While at Cal Poly-San Luis Obispo, she chose to run the 1982 Ironman for her senior kinesiology project. A complete unknown, she stunned the field by leading most of the marathon leg, until her body gave out during the final quarter mile. While crawling the final 15 feet to the finish, she was passed by Kathleen McCartney — but Julie’s effort became an instant global symbol of giving everything you’ve got, and never quitting. Her effort, and its coverage on Wide World of Sports and other national and international media, instantly elevated she, triathlon, and endurance sports to global status — and launched the triathlon and endurance sports booms that continue today.

During the 1980s, Julie became the face of triathlon, as well as one of its finest performers, ranking as high as 4th in the world. She won several major international events, most prominently the 1985 Japan Ironman and 1989 Gold Coast Ironman. She also met and married Mark Allen, who would win a record-tying six Ironman World Championships. Their son, Mats, debuted at the Ironman World Championship in 2018, finishing a bit ahead of Julie before joining her at the finish line for a wonderful mother-son moment.



Julie remains one of the top age-group triathletes in the world. She celebrated her 60th birthday by finishing third in her age group at the 2018 Ironman World Championships.

Her experience in triathlon, and the transformation in her own life that unfurled in Kona in 1982, led Julie to begin presenting and speaking on inner empowerment, finding one’s pursuit and excelling at it, never quitting, and “putting in the work”. These became the deeper themes of her memoir, *Crawl of Fame*. They also became the basis for numerous public speaking engagements to corporate summits, service and business organizations, athletic groups, various women’s and mentoring groups, and scholastic sports teams. From 2013-2016, she and Kathleen McCartney recalled the experiences and lessons learned in 1982 on their IronIcons speaking circuit.

Julie Moss is dynamic, effusive and engaging, and deeply inspiring. Her messages and talks stir the minds and hearts of all ages, and remind us of our greater capabilities — and how to get there. We may not have to crawl across the finish line of a 140.6-mile race in our own lives, but as she has demonstrated time and again, by making superior, inspired efforts, we can attain our own great victories — and step out into new challenges and new victories.