

Former Obese Man Seeking Participation From Corporate and Public Sponsors to Take on the Marathon Des Sables

OZONE PARK, NY – July 11 (SEND2PRESS NEWSWIRE) – A once rotund, obese man from Ozone Park, New York is entering the Marathon Des Sables to spark public awareness about obesity. The 2007 Marathon Des Sables is a 145 mile endurance race that is said to be the toughest footrace on earth. The race is held March 23 to April 2, 2007 in the southern Moroccan Sahara desert. Jonathan Stark, 35, is currently training for the Marathon Des Sables and is inviting corporate and public sponsors to participate in the next leg of his personal weight loss adventure.

Last May, Stark, obese, desperate, and fraught with self-loathing found a diet program and exercise regiment that helped him lose more than seventy pounds, while still eating his favorite foods. When Stark started his weight reduction he could not tie his own shoes or climb a staircase without gasping for breath, and he was exhibiting early signs of diabetes. He had tried most of the fad diets without success. Now, much healthier, Stark is ready to embark on his next personal challenge and raise awareness about obesity.

Stark's goal to compete in the Marathon Des Sables relates to his desire to inform others about the deadly disease of obesity, his weight loss experience, and life after obesity. "I want to run the Marathon Des Sables to inform the public about the cunning disease of obesity and to teach others there is life after obesity", Stark said. "I want to empower people to change their eating habits, exercise regularly, and to believe in themselves." Stark is currently writing a book that chronicles his obesity, weight loss journey, training for the race, and ultimately, his running in the 2007 Marathon Des Sables.

In June 2006, Stark began a rigorous exercise and endurance training program to prepare him for the challenges of the Marathon Des Sables. Since July 2005, he has traveled to Peru, twice, hiking the Inca Trail and other regions in the Andes Mountains. He has also trekked through the jungles of Honduras and Belize. His weight loss adventure will climax with his competition in the 2007 Marathon Des Sables.

Stark is actively searching for sponsors to assist him with the entrance fee, travel expenses to Morocco, and other race related expenses. He believes corporate sponsors will realize increased sales and broad media coverage as a result of their participation.

For more information regarding Stark's weight loss adventure and sponsorship opportunities, please contact Jonathan Stark at (646) 432-5279 or by email at Starkslaw1@msn.com.

News issued by: Jonathan Stark

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Original Story ID: (1811) :: 2006-07-0711-001

Original Keywords: Jonathan Stark, Marathon Des Sables 145 mile endurance race, OLO
Jonathan Stark