

Sport *4 life*



'Your Sport, Your Life'

**Finn Valley Centre,
Stranorlar, Co. Donegal**

13th-15th November 2015



Sport4Life Welcome

Welcome along to this the first Sport4Life Conference and Expo in the Finn Valley Centre.

The concept for Sport4Life arose out of discussions to market the Twin Towns as an ideal location to host conferences, given its accommodation capacity, world-class conference facilities all located in an area which is easily accessible, breathtakingly beautiful and offering outstanding recreational facilities.

While creating an awareness of the facilities and attractions this area offers is a key objective, we saw an opportunity to do this in tandem with improving people's lives, outlook and their general health through this three day event.

One of the few, but important, positives arising out of the recession, is that people took more time to look after themselves. This Sport4Life Conference & Expo hopes to target some of these people and help them with:

- Expert advice from looking after your body, mentally and physically.
- The best nutritional advice and the latest coaching tips available.
- To encourage/help/inform people, of all abilities, as to how they can and should become more active and how they can take responsibility for enhancing their own well being.

As this is the initial year of Sport4Life, Donegal County Council is coordinating the event. We are delighted to be joined by Triathlon Ireland, the HSE, Finn Valley Centre and BASICC as partners in this very exciting initiative, one which we hope will be continued and built upon in years to come.

We are honoured to have as our special guest at our first Sport4Life, one of the greatest triathletes of all time – the current Gold Olympic, European and Commonwealth Champion, Alistair Brownlee, MBE. Alistair will be joined by many of our own top athletes Olympian Maria McCambridge, Gary Crossan, Jason Black, Sue Ronan and special guests Nikki Bradley and Kieran Murray. Thank you to all our sponsors, contributors and attendees, we hope you enjoy the weekend.



Sport4Life Events

Viking Games

The first ever Viking Games will take place this weekend. This is a competition to find Donegal's fittest person. 5 men and 5 women will battle it out to be crowned Donegal's fittest. Visit us at our stand this weekend.



Sports Simulator

- Golf simulator - If you fancy yourself as the next Jordan or Rory, try your luck on the famous 7th at Pebble Beach, California on our 'Nearest the Pin' challenge!
- Multisport simulator - Try out your kicking skills on our multiplatform sports simulator. We've got soccer, Gaelic football and rugby so you can score a penalty in Old Trafford, score the winning free kick in Croke Park or win the Rugby World Cup for Ireland in Twickenham by kicking a last minute conversion!



Wattbike

Come and challenge yourself this weekend on our Wattbike at the Triathlon Ireland stand. Average power over 30sec's will be recorded and prizes for best male and female...



Sport4Life Guest Speakers

Alistair Brownlee, MBE

(born 23 April 1988) is a British triathlete, and the current Olympic, European and Commonwealth champion in his sport, having won the gold medal at the 2012 London Olympics and the 2014 Commonwealth Games. He is a two-time Triathlon World Champion, winning in 2009 and again in 2011, a 3 time World Team Champion (2011, 2012, 2014) and a 3 time European Champion. Brownlee was appointed Member of the Order of the British Empire (MBE) in the 2013 New Year Honours for services to triathlon.



Sport4Life Conference & Expo Weekend Schedule

Friday 13th November

Sport4Life Expo Open 6pm – 9pm

- 6 – 9 pm Sport4Life Registration
- 7.30 pm Official Opening with Cathaoirleach of Donegal, Cllr. Ciaran Brogan

Saturday 14th November

Sport4Life Expo Open 12 noon to 6pm

- 9 – 9.30 am Sport4Life Registration
- 9.45 am Introduction/Welcome
- 10.00 am Tommy Gallagher, Tommy Gallagher Injury Management
‘Stay healthy & Avoid Injury - Beginners to Elite’
- 10.40 am John Hession, AOK Performance Coaching
How to create the best possible environment in which to achieve individual or team goals?
- 11.20 am Tea/Coffee
- 11.35 am Introduction to Breakout Sessions
- 11.40 am Rotational Session 1 (Choose One Option)
Strength and Conditioning with Adam Speer, Triathlon Ireland
Cycling Techniques – Gavin Crawford, Triathlon Ireland
- 12.20 am Barry Murray – Optium Nutrition 4 Sport
Modern Nutrition Principles for Health and Performance: A New Paradigm.
• The key principles explained and a new way of eating
• How to turn yourself into a fat burning machine
- 1.00 – 2.00am Lunch

- 1 pm** **Triathlon Ireland Women in Sport Initiative – Try a Tri Concluding Event**
- 2.00 pm** **Healthy Ireland - Lynda McGuinness, Physical Activity Project Officer and Anne McAteer, Health Promotion Officer, HSE**
- 2.30 – 3.10 pm** **Breakout Sessions – Rotation 2 (Choose One Option)**
Strength and Conditioning with Adam Speer, Triathlon Ireland
Cycling Techniques – Gavin Crawford, Triathlon Ireland
- 3.10 – 3.25 pm** **Tea/Coffee**
- 3.30 – 4.30 pm** **Ask the Experts, Chaired by Jason Black**
Featuring: Tommy Gallagher, Barry Murray, Sue Ronan, Manager of the Ladies International Team
John Hession, Nikki Bradley
Alistair Brownlee, Olympic Gold Champion
- 4.30 – 5.00 pm** **Meet and Greet Special Guests**
- 7.30 pm** **Gala Dinner Reception in Jackson’s Hotel, Ballybofey**
- 8 pm** **Dinner followed Alistair Brownlee in conversation with Michael Daly, Editor-in-Chief, Donegal Democrat Newspaper Group. The evening will also feature Irish Olympian Maria McCambridge, Gary Crossan, Sue Ronan, Jason Black, Kieran Murray, Nikki Bradley plus other special guests. Followed by Disco with Lee Gooch.**

Sunday 15th November

Sport4Life Expo Open – 10am to 4pm

- 11am** **Remembrance 10 km led by Irish Athletes – Maria McCambridge and Gary Crossan**
- 1pm** **Aquathlon**
Swim – 400 m
Run – 3k run
- 2.30 pm** **Refreshments and Conference Close**

Adam Speer: Strength & Conditioning Coach, Personal Trainer: One of the leading specialists in the area, Adam has worked with athletes of all levels and across many sports to improve their Physical Performance with a strong emphasis on Strength and Conditioning. As a top level Tri-Athlete himself, he has a vast knowledge of what an individual needs in order to achieve the fitness goals they set out. His knowledge and expertise is in constant demand and Adam continues to work with some of the country's top athletes. Adam has worked as Strength & Conditioning coach with the Donegal senior team since 2011, and helped deliver the Sam Maguire back to Donegal. He has worked with over 12 clubs within the county ranging from G.A.A., Hockey, Boxing, Triathlon, Athletics & Rowing.



John Hession: AOK

Personal and Business Performance Coach who advocates the potential of coaching to facilitate individuals and teams realise their full potential. Passionate about sport and currently a member of the

Donegal senior ladies management team. Highly experienced professional with over 34 years' experience in management positions. Strong leadership and highly honed solution focused coaching skills.



Gavin Crawford- Cycling Techniques:

Gavin Crawford is a Level 2 Triathlon coach and one of the best age group athletes in the country. Gavin's knowledge and expertise have helped many athletes from juniors to seniors, to achieve their goals and aspirations. He currently coaches a number of top Irish triathletes and has been involved in the national junior academy structure.

Tommy Gallagher

is a Physical Therapist with local practices in Letterkenny and Donegal Town. With more than 10 years' experience, he has worked across a wide range of sports at many different levels. Having been heavily involved in GAA in the early years, he worked with many club teams in Donegal as well as with successful County teams. He spent two years working with some of Europe's top golfer on the European Tour and is now a consultant to many Touring Professional Golfers. He also works closely with professional teams in the US, training their medical teams on how to integrate Cryotherapy into their treatment protocols. Tommy is currently undertaking a Masters in Sports Biomechanics. Much of his day to day work involves advising beginners and athletes on how best to prepare their body to reduce the risk of injury.



Barry Murray

is a Performance Nutritionist who holds a BSc in Chemistry from University College Dublin and an MSc in Sports & Exercise Nutrition from Loughborough University. He specialises in endurance sports using a modern approach to nutrition for health and performance. He currently works with pro cyclists from various top professional teams as well as professional triathletes and distance runners. Barry has been a columnist for the Irish Independent newspaper, has featured on several national radio broadcasts and has presented seminars to various sports teams and corporate businesses around Ireland and the UK.

Barry is also a competitive endurance athlete himself and races competitively in ultra mountain marathon events and represented his country at the World Ultra Trail Championships. He has won several national ultramarathons including the 2015 Wicklow Way 127km and Kerry Way 200km as well as many top placings in some of the toughest ultramarathons in Europe.

Jason Black

In May of 2013 Letterkenny businessman Jason Black became the first Donegal person to reach the summit of Everest. Reaching the highest point in the world was the culmination of a dream he had for many years. Eighty people were granted permission this year to climb the north ridge of Everest, the more difficult ascent, and Jason was one of the successful few. Since then Jason has attempted to climb what is considered the toughest and most dangerous mountain in the world K2 only to be beaten by severe weather conditions very close to the summit.





Kieran Murray

put in an outstanding performance at his first World Transplant Games having enjoyed huge success last year at his first time to put on the Irish team kit when he represented Ireland at the European Transplant & Dialysis Games in Krakow where he won 4 medals. Kieran underwent a kidney transplant in 2012 and he proved a worthy competitor in the 30-39 year old age category at this year's World Games securing two Gold medals in the 5km Road race and 1500m track event as well as a Bronze medal in the 800m track race.

Sue Ronan

Former Shelbourne and Welsox player who was also an Irish international midfielder, winning 22 caps. Named FAI Senior Women's International Player of the Year in 1993. She managed the U19 international team before succeeding Noel King as Women's National Team manager upon his appointment as men's U21 team manager in 2010. Has just led the WNT to their most successful World Cup qualifying campaign ever, finishing with a record points total, and also guided the team to sixth place at the 2014 Cyprus Cup having entered the 12 team tournament as bottom seeds. The WNT are now ranked 29th in the World and 19th in Europe. Was one of the main drivers behind the formation of the Women's National League in 2011. She is currently studying for her UEFA Pro-Licence and is also Head of Women's Football at the FAI.



Maria McCambridge

Maria McCambridge is an Irish long-distance runner who competed mostly in the 3000 and 5000 meters before moving up to the marathon. She represented her country at the 2004 Summer Olympics, as well as three outdoor and three indoor World Championships.



Gary Crossan

Crossan has been Irish National Marathon Champion for four consecutive years. In 2002 he was the top Irish finisher at the 2002 Dublin Marathon and the National Marathon Champion in Belfast. He was the top Irish finisher at the 2003 Dublin Marathon, finishing 6th overall and continued his championship tally in 2004 and 2005. He has also been Irish National Half-Marathon Champion. He won the Newry Marathon in 2008 and the Gael Force North challenge on June 4, 2011.



Nikki Bradley

is a speaker, columnist, founder of Fighting Fit For Ewing's, President of JCI Donegal (Junior Chamber International) and a fitness enthusiast with a special interest in adapted training.

Diagnosed with a rare form of bone cancer (Ewing's Sarcoma) at 16. In 2013 Nikki set up a fitness based awareness campaign called Fighting Fit For Ewing's where she partakes in physical challenges to highlight the importance of exercise for rehabilitation.

One of these involved participating in a charity race which resulted in her breaking the unofficial Guinness World Record for the fastest woman on crutches to complete a 5K. She hopes to officially break the record later this year.

On the 12th of August 2015, Nikki became the first woman to abseil off one of Ireland's most iconic lighthouses, Fanad Head in Co. Donegal.



Michael Daly

Studied journalism at the College of Commerce and Journalism, Dublin. He worked with the Meath Weekender for one year after college and has worked since 1985 for the Donegal Democrat as a news reporter, sports editor and deputy editor. He was appointed Editor in chief in 2004. He worked for North West Radio as a sports and news/current affairs presenter and with BBC Radio Ulster as a commentator and sports presenter. He is a regular contributor to national radio and television. He has a keen interest in all sports and in amateur drama. He is chairman of the Abbey Arts Centre in Ballyshannon.



