

# Executive stretch

24th-31st May 2010

**"It was hot!  
It was hard!  
It was awesome!  
– A true adventure."**

**"This race is a must for individuals who wish to test their limits of physical and mental endurance" – 2008 Ultra Runner**



## NAMIBIA 24 HOUR ULTRA MARATHON

### So why the Desert?

Anyone who has experienced the silent majesty of the desert for the first time will describe it as simply 'awesome.' Just to spend time there sleeping under the stars or toiling through sandstorms in remote parts of the desert takes you into a world you will never forget.

### Why the Executive Stretch Desert Experience?

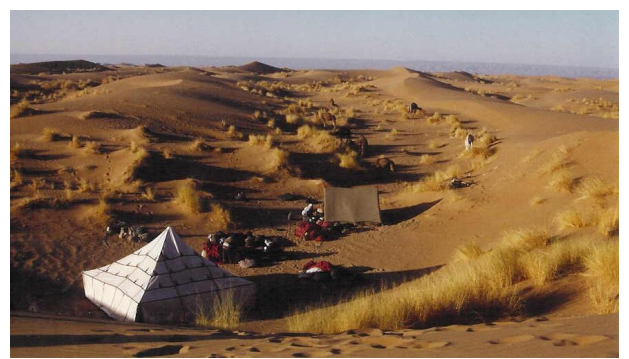
As an entrée into the secret world of the desert many people choose the Marathon Des Sables – the 'toughest footrace on earth'.

Not so 'secret' perhaps as crowds of 6-800 take part in the event at a time, running the equivalent of 6 marathons in 7 days.

In that environment you can be running endlessly for days - step by step and eyes to the floor to avoid stumbling – little time for relaxing or reflection there perhaps?

We have decided in Executive Stretch to offer the opportunity for our clients to take part in an event that brings in the best of the desert marathon challenge and to add far more to the experience.

We offer you the unique opportunity to test yourself in a unique experience that embraces all the wonder of the desert marathon challenge, in a shorter, varied and exciting way. However there is a powerful difference – this event is just for the few – not for the many.



### Why you?

For many of you who face the endless challenge of city life, and all the daily drama that goes with it, you must sometimes wish if only you could have some time out for yourself. Time to recharge the batteries and to reflect on what it is you are trying to achieve at work and with your life. Time to stop to think.

How often have you said to yourself? "If only I could get fit." "I just need a reason – a target to go for – something to look forward to on the horizon."

Imagine you could take just over a week just for yourself, with a group of like minded people and spin off to a tailor made adventure in and amongst some of the most stunningly remote desert scenery in the world where you had no responsibility at all but to re-energise your self and think where you are going.



## Why Now?

*"You are the story teller of your own life, and you create your own legend or not."*

- Isabel Allende

The question is *"What tale will you have to tell your children and grand children?"*

There is never a good time or there is always a good time. It is just an attitude of mind. The real choice is yours

## Your Choice?

If you choose to join us in taking time out in what is probably one of the most stunning and inspiring wilderness environments left untouched, I promise you one thing: you will never regret it.

### The Desert Wilderness Marathon – Programme Outline

The desert wilderness programme will have three phases.

#### Phase One

The goal of this phase is to provide concentrated executive coaching to participants over a period of a few months prior to the event to prepare them for the desert marathon experience.

In order to achieve this, we will work on a wide range of personal development issues, fitness, personal resilience and coping strategies – as well as to focus on key current leadership challenges facing people in the workplace. We will provide all the technical knowledge about desert kit, and clothing, desert survival in order that team members really do 'hit the ground running' and are set up to get the very best out of the event.

In addition we will check that people are fit enough and will fit in. The building of supportive relationships throughout the event will be an important feature of the experience for all who take part.

#### Phase Two – The Desert Wilderness Experience

The Namibia Marathon is an extreme endurance challenge – but don't let that put you off. Our route will take you into the northern Namib Desert, the oldest desert in the world and the largest and most remote National Park in Africa. If the landscape does not help to keep mind and soul occupied, the ostrich and springbuck you will pass along the way should bring your thoughts into focus.

This event is of such extreme nature that it will be a serious undertaking to train hard enough



to cope with the onslaught of the Namib on your body, covering 42km (26 miles). There will also be a time constraint you will have 8 hours to finish.

Contestants will be completely self reliant from the start of the race till the end, and will need to carry their food and equipment on their backs. Water stations and medical tents will be provided at 20km intervals along the route.

The route is along gravel plains, dry river valleys, volcanic plains, and is mainly flat with some undulating sections and some long sandy stretches. Temperatures are expected to be in the region of min 5 oc / max 35 oc. However temperatures outside of these norms have been recorded and you must be prepared for much colder or hotter conditions.

#### Phase Three

Napoleon Hill once said *'Experience is not what happens to a man but what sense he makes of what happens'*.

On return to England we will cushion your return by supporting you with further coaching to help you make sense of your experience and to take the learning back into your world of work and indeed the rest of your life...



## The Ultra Marathon Relay Challenge

For those of you who want to push out the boundaries of your comfort zone even further we are offering the chance to enter into our relay team to take on between us the full ultra marathon distance.

For 2009 we present you with the ultimate challenge - 126km – that's three full marathons!

You will race 126km in 24 hours across the vast expanse of desert, through the endless space of gravel plains framed by distant ridges and mountains, past dramatic upheavals of granite inselbergs and all under the clearest of blue skies during the day and a full moon during the night.

You can choose to do as much as you can manage beyond the first 26 miles. Who knows you might even make it for the full ultra marathon distance.

For the full itinerary please see:  
[www.executivestretch.co.uk/namibia09.htm](http://www.executivestretch.co.uk/namibia09.htm)

## ROUTE DESCRIPTION FOR MARATHON

### Section 1

Start point to checkpoint 1 (21km):

The race begins at the foot of the Brandberg Mountain range and follows a relatively straight line for the first 10km. The route then takes a left turn, following jeep tracks towards the first checkpoint. This section of the route is undulating, firm under foot but fairly stony so you will need to pick a safe path.

### Section 2

Checkpoint 1 to Finish Line (21km):

During this section you will continue in a westerly direction, following 4x4 tracks along a dry river bed. The terrain during the first part of the section continues to be firm with loose stones, but as you near the second checkpoint, the ground becomes softer under foot, with short grass cover found in places. Our second checkpoint will be set up in the shade of a large Acacia tree.

For the full itinerary please see:  
[www.executivestretch.co.uk/namibia09.htm](http://www.executivestretch.co.uk/namibia09.htm)

## Charity

As you are taking on an extreme challenge, why not run this event for charity? Many charities will agree to cover a percentage of the costs if you agree to and meet a fundraising target.

## Team Support Crew

The good news is that the team will be supported throughout the event by a mobile support crew. The crew will do all they can - however long it takes you - to get you to your journey's end in one piece. At the end of the day, you make the challenge as tough as you want to make it. We will support you either way.

## Accommodation

Your first three nights will be spent camping will be in 2 man dome tents with basic facilities including a bar, dining area, showers and long drop loos.

The final night will be spent at Alte Bruke Resort in Swakopmund, a short transfer from the finish. The establishment is within walking distance of the beach and just 10 minutes walk from the town centre. They offer comfortable, spacious self catering chalets, fully equipped with a private bathroom, telephone and television.



## Prices 2010

Registration Fee: £500

For full tour cost, including flights, personal insurance: please contact  
[info@executivestretch.co.uk](mailto:info@executivestretch.co.uk)

## For additional information

please see:  
[www.executivestretch.co.uk](http://www.executivestretch.co.uk)

**This challenge is suitable for everyone who has the drive and determination to succeed, so why wait...?**

Register your interest at  
[info@executivestretch.co.uk](mailto:info@executivestretch.co.uk)