Marcus Cook's Weight Loss Journey Takes Him from IRONMAN in Hawaii to NBC

After losing almost 300 pounds, Marcus Cook transformed his life, discovered triathlon, and raised $100,000 for the IRONMAN Foundation. He completed the grueling 140.6-mile swim/bike/run last month, and you can see his miraculous finish on NBC's IRONMAN broadcast this weekend.

ASTON, Pa. (PRWEB) November 19, 2018 -- Three years ago, Marcus Cook weighed almost 500 pounds. This Saturday, you can see him cross the finish line at the IRONMAN World Championships, the 140.6-mile triathlon that's as grueling as it is iconic. Marcus' against-all-odds triumph will be included in NBC's world premier IRONMAN broadcast, recorded live last month in Kona, Hawaii.

His journey started in 2015 at the bedside of a friend who was dying of cancer. Marcus recalls his friend saying, "I'm dying of a terrible disease, and you're dying because of your choice. I would do anything to be you. You've got to just try. Your family needs you."

Those parting words put Marcus on a mission. He started simply, by walking and making better eating decisions. After some progress, he turned to triathlon. He'd lost almost 300 pounds by the time he turned to IRONMAN events.

Marcus initially tried training for the triathlon's swim leg in a public pool; he found it incompatible with his goals. "Whenever you're doing an IRONMAN event," he states, "you're going to tie up a swim lane for an hour and a half. When you're doing those kinds of workouts, people are going to try to come in on the lane, and your whole rhythm gets off.

"As I started losing weight," he recalls thinking, "I needed to take advantage of the water in my backyard, and what a perfect product I found with the Endless Pools Fastlane. It's been tremendous."

The Endless Pools Fastlane® delivers the world's best adjustable swim current to almost any traditional pool, new or existing. With the Fastlane, you can swim in place, transforming your ordinary pool into a swimmer's treadmill.

"The Fastlane is the best investment you can make for your backyard, because it makes your pool usable for a variety of different things, and one of those things is the investment in you. The Fastlane makes you become better, and when you become better, everything in your life becomes better."

With the Fastlane, Marcus says, "I can run, and then jump in the pool immediately, do my swim workout, and then jump on the bike. It's the coolest freakin' way to work out!"

Marcus uses an Endless Pools underwater mirror to observe his stroke. Made of highly polished stainless steel, the mirror allows results-oriented swimmers like Marcus to observe their technique and make real-time adjustments. The results are a faster, more efficient stroke.

Marcus raced to support the IRONMAN Foundation, an offshoot of the IRONMAN triathlon. The Foundation encourages philanthropy and volunteerism in race communities. It continues IRONMAN's legacy of charitable
giveback programs that have donated more than $50,000,000 since 2003. Marcus personally raised $100,000 for the Foundation.

At this year's World Championship in Hawaii, Marcus completed the swim/bike/run in the nick of time. Competitors are allowed 17 hours to complete the race and be counted as official "Finishers." After 16 hours, 51 minutes, Marcus crossed the finish line carrying a life-size cutout of himself at his peak weight!

The special presentation of the 2018 IRONMAN World Championship will be broadcast on NBC this Saturday, November 24, 2:30-4:00 pm Eastern.

ABOUT ENDLESS POOLS
Established in 1988, Endless Pools has installed tens of thousands of models in more than 100 countries. The company's signature swimming machines offer compact convenience for indoor or outdoor use. Distinguished by the adjustable, laminar Endless Pools current for in-place swimming, its product line features easy, environmentally friendly maintenance; models can be customized for virtually any need, from physical therapy to long-distance triathlon training. Endless Pools is a proud member of the Masco Corporation's family of brands, which includes Hot Spring® Spas. For more visit endlesspools.com
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