

"Madfish" in action:
Bradshaw shows her
strong butterfly stroke



Swimming towards success



Eine Weltrekordhalterin im Langstreckenschwimmen, die auch Trainerin und Therapeutin ist, teilt mit **JULIAN EARWAKER**, woher sie ihre Energie nimmt. **medium**

I'm Julie Bradshaw. I'm 48, and I live in Loughborough in the English Midlands. I'm a long-distance swimmer, trainer, coach, motivational speaker and therapist. I currently hold 20 world records in endurance swimming. I aim to make that 21 this year, when I attempt to swim the length of the Humber River in the north of England using the butterfly stroke.

My nickname is Madfish: it's obvious why! It all began when I was 13 and entered the cross-Windermere swim in the **Lake District**. I discovered that I was good at coping with the elements.

The ultimate long-distance swim is the English Channel. People come from all over the world to swim it. The water and weather are never the same from one day to the next. It's cold — and it's one of the busiest shipping lanes in the world. You need a pilot boat to lead the way. I first swam the 36 kilometres across to France in 1979 when I was just 15. My time of 10 hours, 9 minutes was a British junior record that stands to this day.

When I'm in the water, I'm in my own world. But I'm not a profes-

sional swimmer, and I don't get paid for it. I make my living from my business: Get Set 4 Success. I inspire, motivate and enable people to maximize their potential, whether in business, sport, education or in therapy.

My day starts with feeding and walking my dog, Molly. I have a drink and some toast and then swim for a couple of hours. I use the university swimming pool, which is home to the Team GB Olympic swimmers. There is a leisure pool nearby, and I have an endless pool, which is like a swimmer's treadmill, in my back garden. After that, I have my porridge. Meals are important. When I'm training, I eat constantly — especially carbohydrates like potatoes, rice and pasta.

I receive lots of e-mails. I'm secretary of the Channel Swimming Association and also a local **councillor**, which involves me with the community. I hold my therapy and coaching sessions in the afternoons. Some people come for life coaching, some for counselling and therapy, and others specifically for sports performance.

I do a lot of Channel-swim coaching. Olympic swimmers have tried to cross

The swimmer receiving her
MBE for sport and charity work

