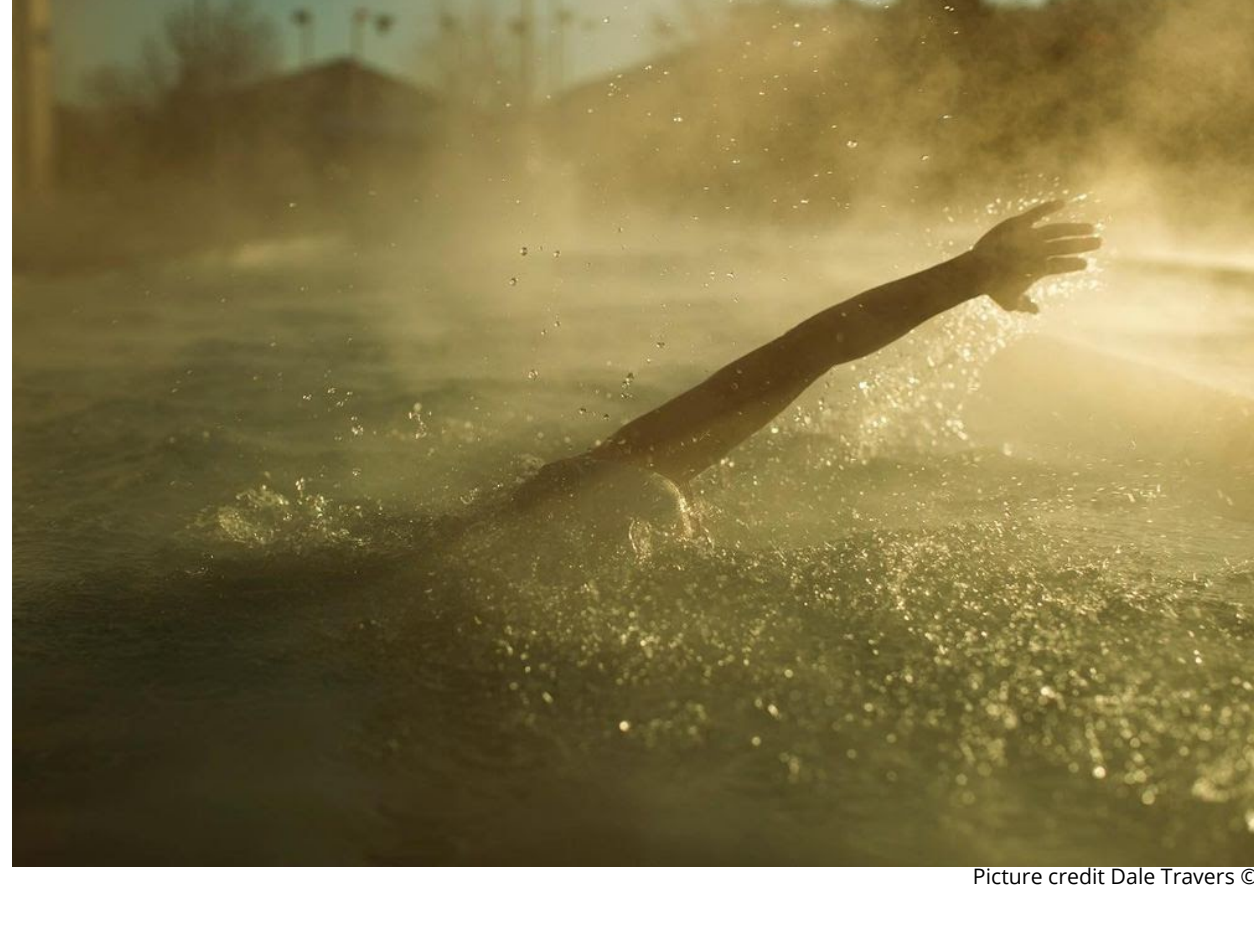


# Sarah Stan-Crowley - Professional Triathlete

## A Triathletes of Utah Interview



Picture credit Dale Travers ©

**Professional Triathlete Sarah Crowley has spent some quality training time here in Utah over the years, she is currently in St. George for winter training. We were excited that she indulged us recently with an interview.**

**Sarah, thanks for taking some time to talk with us today. Can you tell us a little bit about yourself? Where you grew up, hobbies, sports you played, etc.?**

Growing up in Adelaide, Australia I loved sports, including softball. I studied for a Bachelor of Commerce (accounting and finance) at Flinders University. In 2003, just before graduation, I watched a run-swim event at Glenelg Beach and thought 'that looks fun'.

My first triathlon was the 2004 Australia Day event in Adelaide. That same month, I started in the Deloitte graduate program. The next couple of years were very busy. And 2006 was a big year – I won Deloitte Business Woman of the Year (junior category).

**Will you tell us a bit about your athletic background and sports career so far?**

I played lots of team sports growing up softball, basketball, roller hockey. I started swimming at four years old (very common in Australia), running 20 miles a week at 12 and rode bmx and mountain bikes as a kid. I have a patient methodological temperament so naturally I fit well into Ironman. I did race ITU quite successfully in 2008 and 2009 but was never quite good enough in the swim. My current coach Cam Watt, addressed the swim and I haven't looked back.

**What do you feel is your greatest accomplishment, triathlon or not?**

2017 was a huge year of big wins: the Asia-Pacific Ironman Championship, the European Championship and more. Then at the Hawaiian Ironman in Kona I placed third and repeated that last year in 2019. These are my greatest achievements in tri.

Outside of triathlon I have enjoyed learning German. Language is a challenge for me so to learn a different one on my own is an accomplishment.

**You've spent significant time training here in Utah over the last few years, what is the reason you keep coming back?**

I have trained here in Utah for between 4-12 weeks each year since 2016. Usually in the summer months. I find the altitude, heat and terrain perfect for my Kona preparation. Utah really has become my second home. I have developed great friendships here and feel comfortable and connected.



Picture credit Dale Travers ©

**What has been the best part about spending time here in Utah?**

Utah is stunning! I love the outdoors, the fresh air and the attitude the locals have for fitness, health and adventure. I have only just experienced Zion this year, and it has only made me even more of a fan of the state. We also got to shoot a promo video for the new Canyon Speedmax CFR on the Bonneville Salt Flats. I travel with professional photographer Dale Travers, so it's been an amazing opportunity to explore and create great new content. We will be in St George until May so we are very excited to cover more of this amazing landscape.

**What is or was your favorite long course triathlon, and is there a race you haven't done yet that you want to participate in?**

I love the Hawaiian Ironman. I love the heat and humidity. I have always wanted to do Cozumel. I think it has similar conditions.

**You've won a number of 70.3 races during your career, do you plan on racing IRONMAN St. George 70.3 this coming May or the 70.3 World Championship in September?**

I trained in Park City in the lead up to challenge Daytona this year. I have decided to stay on in Southern Utah (St George) for my 2021 pre season. I'm still uncertain of my race schedule.



Picture credit Dale Travers ©

**You had a successful career as the Director in Corporate Finance at Deloitte. What advice can you give those who are tackling the work/training balance?**

I think it's important to make time for relaxation. I was a culprit of burning the candle at both ends and I often put myself in a deep hole. There is training stress and then there is total stress that includes work and life pressure etc. Using all your weekends with hours of training might be ok for your plan, but is not sustainable for the rest of your life.

Also, I found that communication of your goals in the workplace is important. I used to always explain what I was doing and why over the coffee machine which meant that my colleagues understood why I was rushing out the door everyday. It's very important not to let your job slip. It is give and take.

**Do you have a big goal for 2021 that is not Triathlon related?**

Last year I spent a significant amount of time and effort working with Dale Travers to establish my brand and spitball ideas about how we could help other athletes with their personal branding, marketing, management and sponsorship. This year, I will shift my focus back to my racing, but am excited to see the outcome of the work we have put in.

I have also been learning German for a few years and let it slip a little last year so am aiming to get back on track with that before hopefully travelling to Europe this year.

**Can we expect to keep seeing you around Park City and SLC in the future?**

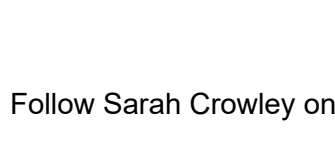
Yes! All going to plan I will be back in July for my regular training block for Hawaii.

Please go and take a look at my profile on Instagram @Sarah\_stan\_crowley and @DaleTravers, we have some fun IGTV and some great content from in and around Utah.

**Sarah, thanks so much for doing this! It's been awesome seeing you around our local training areas and we hope to continue seeing you out there working hard. Good luck on your 2021 season.**

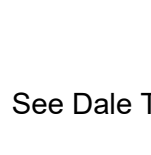
Thank you.

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See Dale Travers work on:



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