



# POWERED BY PURPOSE, MADE POSSIBLE BY YOU

Seven Marathons,  
a World Record,  
and a Global  
Community that  
Came Together to  
Help Vulnerable  
Children

This is not a story about running. Not really. It's about resolve, community, and the human spirit tested across seven continents in under six days. In February 2025, James Elliot-Square and Paris Norriss achieved the unimaginable: seven marathons, on seven continents, in seven days - culminating in a new world record and over \$52,000 raised for underprivileged children through the Sovereign Art Foundation.



With blistered hands, torn ligaments, jetlagged minds and hearts full of purpose, their feat wasn't just a physical challenge - it was an act of giving, made possible by the support of ITC delegates. As the official ITC Malta charity, Strides for Good now enters its next chapter - with a documentary on the horizon and a gala dinner planned in Dubai. But first, we look back on a journey that reshaped what's possible when business backs belief.



## Running on Purpose

At -15°C, the challenge began. Antarctica - icy, remote, relentless - set the tone. But neither James nor Paris were in it for personal glory. "It's about making a tangible difference in the lives of vulnerable children," Paris says. "The Sovereign Art Foundation changes lives through art therapy. That's what kept us moving."

And move they did - across continents and through adversity. From the crushing heat of Cape Town to the searing humidity of Fortaleza, Brazil, every mile asked the same question: Why are you doing this? And every time, the answer came back stronger - for the kids.

**“When your body says stop and your mind agrees, what does it take to keep going? At that point, it’s not a race - it’s a reckoning.”**

## Crutches and Courage

Day two nearly broke them. James - already nursing an injury - ran the Cape Town marathon on crutches. "I was literally running in tears," he recalls. "The pain was excruciating. But quitting wasn't an option." With the help of the Brain & Performance Centre, a DP World company, and their expert team of physiotherapists, James pushed through. "It was like an F1 pit stop," Paris recalls with a smile. "You'd see him come in, get taped up, recharged, and go again."

That resilience paid off. From Cape Town onwards, James completed five of the seven marathons on crutches - breaking the world record twice for the fastest marathon ever run on crutches.



## Jet Lag, Jungle Heat, and a Penguin

"There's no time to process anything," Paris reflects. "You run, fly, run again. Your body's broken. You sleep on planes. You eat oats from Ziploc bags." Add to that the mental toll of time zones, minimal sleep, lost luggage, and a famously limited toilet option in Australia - it's no wonder they describe the whole thing as "a tumble dryer."

Amidst the chaos were moments of levity and inspiration. "We picked up a penguin in Antarctica," Paris jokes. "Wyatt Moss - 23 years old, dressed in a penguin costume, who's run a marathon in all 50 U.S. states - set the tone early. That spirit carried us."

From Estefania, a mother of eight and record-breaking runner, to 19-year-old Raf Jackson completing his first marathon on each continent, every runner brought something extraordinary. "We weren't alone," James adds. "We were part of a global family."

"You never do anything amazing alone. Every runner had a story. Every sponsor, every delegate - everyone made this possible."



**“If you set your goals too low, you’ll hit them. So don’t. Aim higher, because we all have a mountain range inside us.”**





## Oranges in Madrid, Fire in Miami

Madrid brought a surprise: James, still on crutches, beat Paris in a nail-biting finish. "I was eating oranges at the fuel station when he passed me," Paris laughs. "The Forrest Gump of Jarama." The journey ended in Miami, where heat and exhaustion collided. James's hands were torn, his legs inflamed, his back injured. But they finished - sprinting the last part, side by side.

After 296km of running and over 48,000km of travel, they did what few ever will. "It wasn't about records," Paris says. "It was about impact. About proving that grit and giving can go hand in hand."

## What's Next?

As they recover, both men are turning their attention to what comes after the finish line. The Strides for Good Gala Dinner in Dubai this October will bring the campaign full circle - funding a new phase of the Sovereign Art Foundation's art therapy programmes in Africa. A documentary, currently in post-production, will give voice to the journey and the children at its heart.

Strides for Good isn't just about athleticism - it's about legacy. As James and Paris reflect on their record-breaking run, they're already setting sights on future impact. The next summit isn't physical - it's transformational. With the gala dinner

**To the ITC delegates who supported us - this was your win, too. You helped us raise the money, the momentum, the belief. From hanging challenges to heartfelt donations, your support carried us across continents."**

approaching and the documentary poised to inspire a global audience, they hope to remind us that the finish line is only ever the start. Because when business backs belief, and endurance serves a cause, the results reach far beyond the race.

If you're interested in supporting or being featured in the upcoming documentary - with opportunities for brand exposure and financial return - **please contact James Elliot-Square on +971 56 102 1757.**