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AUG 20 Posted 4:19pm

Thank You Secret

We have not been able to archive the video associated with this YouTube page.



PRE-ORDER NOW

Every Stroke Hurts. Every Breath Heals.

The Other Shore follows world record holder and legendary swimmer Diana Nyad, 63, as she comes out of a thirty-year retirement to re-attempt an elusive dream: swimming 103 miles non-stop from Cuba to Florida without the use of a shark cage.

> [See Trailer](#)

We the public are no doubt skeptical about the sincerity of the relationship between a brand sponsor and an athlete. The athlete wears the logo, gets financial compensation, and the brand gets exposure...and hopefully a boost in sales. We have no idea if the athlete truly believes in the brand, except perhaps in cases where the athlete literally uses that product in competition, as in a particular tennis racquet.



My fiercely loyal sponsor for the Cuba Swim, four years running now, never a hesitation, is [Secret](#). The brand president, Jason Palasz, never leans on me to promote them, to tout their product. He constantly writes me notes, saying how inspired and proud they are to be behind such a fearless person, such a bold quest. #FearlessNyad

Their marketing executives make sure we have our Team shirts and give us ni but heartfelt support.

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FIND
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nyad

GET YOUR OWN
XTREME DREAM GEAR

What's your Xtreme
Dream? Live life large
and support Diana!



These are human beings, the Secret folks, who want their children to witness our **Xtreme Dream** and want similar inspiration for their own lives. Sure, let's not kid ourselves, they want to sell product...lots of it...but they are absolutely sincere about the purpose of their Fearless marketing campaign. Secret stands for something....living a valiant life.

They are sincere in their backing of my living such a life.

Let me ask you.....what companies/brands can you think of who stand by an athlete, even when they don't win, time after time after time. I have not yet succeeded in the Cuba crossing. Yet Secret stands there right by my side, proud of my and my Team's dauntless commitment, champions of our unwavering resolution....and still believers the our moment to reach that other shore will be ours.



Thank you, Secret. My appreciation of your support equals your high regard for this Xtreme Dream of mine.

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P.S. Have you signed up for my [7 Day Reboot](#)? Hop in! It's Free!



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