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Real Estate Mogul Elie Hirschfeld Completes 75th Triathlon

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NEW YORK, Feb 03, 2010 /PRNewswire via COMTEX/ ---- New York real estate tycoon, Elie Hirschfeld, President of Hirschfeld Properties, LLC, was the oldest competitor to participate in this year's Israman Ironman Distance Triathlon which took place January 29th in Eilat, Israel. The 140.6 mile course, comprised of a 2.4 mile swim in the Red Sea, 112 miles bike in the Negev desert and a 26.2 mile marathon run, marks the 75th triathlon for the 60 year-old athlete and marathon runner, who is set to complete his 11th marathon this summer in New York City.

At the age of 35, Hirschfeld transformed from a casual jogger, occasional biker and "a terrible swimmer" to a competitive athlete who attributes sports to changing his life for the better.

"Over my 27 years as a triathlete -- an unusual length of time in this sport -- I have watched it drastically increase in popularity," said Hirschfeld. "Although the sport demands a lot of effort and many people feel satisfied completing the event just once or twice, I find personal satisfaction in training and racing, and will continue to do so as long as I can."

Hirschfeld's daughter, Daniella, finished this year's Israman Ironman Distance Half- Triathlon, winning second place in her age group. This is one of several triathlons the father-daughter duo has completed together.

Recently, Hirschfeld launched www.hirschfeldsport.com, a website intended to foster athletic development that currently features triathlon training advice ranging from nutrition to endurance building. In addition, the site includes news stories from Hirschfeld's recent races to serve as motivation for like-minded sports enthusiasts. Visitors to the site can engage Hirschfeld via email with questions and receive support to help them achieve their sports and fitness goals.

Elie Hirschfeld

President and CEO of Hirschfeld Properties since 1997, Elie Hirschfeld has dedicated his professional life to real estate development planning and implementation. Since joining the company in 1976, Mr. Hirschfeld's projects have included the development of prominent New York City properties such as the Grand Sutton, the Hotel Pennsylvania, the Crowne Plaza Hotel, and Park Avenue Court. Mr. Hirschfeld is responsible for guiding the strategic direction of the company and leading all aspects of development including new project analysis, lease marketing and negotiation, legal strategies, and architectural and construction management. Elie Hirschfeld directed Hirschfeld Properties, LLC into partnerships with other distinguished real estate development firms such as the Zeckendorf Organization, the Donald Trump Organization, The Silverstein Organization, Empire Realty Group, Belz Enterprises of Memphis and the shopping mall development group, The Mel Simon Organization.

Additionally, Hirschfeld is an avid sportsman, having completed the New York City Marathon and the New York City Triathlon several times, and the Mighty Hamptons Triathlon for the last twenty consecutive years. In 1990, Elie Hirschfeld completed the 12th Hawaii World Championship Ironman Triathlon. He is also an avid art collector, collecting original art scenes of New York City. Mr. Hirschfeld graduated Phi Beta Kappa, magna cum laude and President of his Class from Brown University and received his law degree from New York University School of Law.

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