



Lolo Jones,
31

Baton Rouge, LA

Bobsled

HIGHLIGHTS

Track: 2008 and 2010 World Indoor Champion (60-meter hurdles), 2012 Olympic Games fourth-place finish (100-meter hurdles)

Bobsled: 2012 World Cup in Lake Placid silver medalist, 2013 World Championships in St. Moritz gold medalist

Fierce and steadfast
dedication; holding tight
to your dreams with
patience and true grit

\ pur-suh-veer'-uhns \

per-se-ver-ance

WHETHER IT'S RUDY, Rocky, or the 1980 USA Olympic men's hockey team (a.k.a. "The Miracle on Ice"), there's a reason we're drawn to stories about underdogs: Their tales teach us that if you want something badly enough and you never give up, you may just be able to accomplish it.

American hurdler Lolo Jones certainly is setting the stage for such a storybook triumph. Like many Olympians, Jones has dreamed of winning a medal since she was a kid. And she's been close. In 2004, she just barely missed qualifying for the Olympics; as a favorite in 2008, she clipped the penultimate hurdle to place a devastating seventh in the 100-meter finals; and in 2012, just one year after spinal surgery, she rallied but finished fourth—one-tenth of a second shy of earning a medal.

Looking to be reinspired after the 2012 games ("It was the first time after an Olympics that I didn't want to run again," she says), Jones gave the notoriously tough sport of bobsled a shot. "It's like a roller coaster. It's rocky, it's hard on your back, and you're wrestling intense G-forces," she says. "It's definitely one of the harder things I've ever done."

Don't mistake the switch as her giving up on track (she hasn't). It's simply a revised action plan to reach her goal. "I refuse to be deterred by failure," she says. "A failure today is not a failure if it leads to success tomorrow."

Whether it's tackling a triathlon or starting a business, lofty goals take time and intense effort—often, it comes down to hanging in there a little longer than anyone else. The bobsled team tells you not to quit after your first time down, says Jones. Feel like giving up? Tell yourself you have to try one more time before you decide.