

HBKU Press launches "How to Be an Ironman" by first-time Qatari author, Nasser Al-Mohannadi, at FNAC Store

Doha, Qatar: In April 2016, Dr. Nasser Saqer Al-Mohannadi became one of the first Qataris ever to complete a full Ironman race. He swam 3.8km, biked 180km and ran 42.2km on one of the most difficult Ironman courses in the world. It was the fulfilment of a childhood dream and the climax of 28 years of preparation and training.

March 3rd, 2018 marked another milestone for Al-Mohannadi: his book detailing his life's experiences titled, *How to Be an Ironman*, published by Hamad Bin Khalifa University Press (HBKU Press), launched to a packed audience at FNAC store at Doha Festival City's branch.

Al-Mohannadi, who is also the adjunct professor at Texas A&M, Senior Advisor at Qatar Petroleum, board member of Qatar Science and Technology Park and Qatar Cycling and Triathlon Federation, in addition to being a renowned athlete, was inspired to write this book for many reasons.

"I wrote this book to share my experiences, my trials and tribulations," explains Al-Mohannadi, "and to build awareness and share my knowledge on how to acquire the mental skills needed to overcome any physical or mental obstacle which ultimately supports human development."

In *How to Be an Ironman*, Al-Mohannadi describes how he overcame childhood fears, cultural misunderstanding and physical injuries to reach his goal. Through careful planning, persistence and learning through mistakes, he achieved what seemed impossible.

Not only is this book a milestone for Al-Mohannadi, but it marks another important achievement HBKU Press in the fulfilment of the publishing house's commitment to cultivating and supporting local Qatari authors.

The event is also the first of many collaborations to come between HBKU Press and FNAC in an effort to engage the local population to participate in literary events as well as highlight local talents in Qatar.

Mr. Bader Abdullah Al-Darwish, Chairman and Managing Director of Darwish Holding, commented: "Supporting local talents and investing time, effort and resources in nurturing them is an ethos instilled in FNAC's DNA. Such talents will define the future and will build upon our ancestors' heritage and steer our country forward. Al-Mohannadi, similar to other wonderfully talented Qataris, is chasing his dreams through an exciting journey and we are happy to be part of it."



“We are pleased to work hand in hand with HBKU Press, who is also considered as a world-class publishing house which promotes literary culture in Qatar and the Middle East.,” he added.

“Al-Mohannadi joins a growing list of Qatari authors who are choosing to publish with HBKU Press, as we are committed to giving local talents a platform to tell their unique stories,” explains Rima Ismail, Outreach and Special Projects Manager of HBKU, “Not only is *How to Be an Ironman* inspiring, reminding us not to give up on our dreams and the things that really matter in what has become an increasingly materialistic and demanding society, but it is written as an eloquent narrative that both engages and informs the reader. This book reflects the high-quality standard of work that HBKU Press seeks to publish and was chosen because of it.”

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ABOUT HBKU PRESS

Hamad Bin Khalifa University Press (HBKU Press) launched its program in 2010 as a world-class publishing house founded on international best practices, excellence and innovation. HBKU Press strives to be a cornerstone of Qatar’s knowledge-based economy by providing a unique local and international platform for literature, literacy, scholarship, discovery and learning. Headquartered in Doha, Qatar, HBKU Press publishes Fiction and Non-Fiction titles for adults and for children, and academic and reference materials. HBKU Press aims to promote the love of reading and writing by helping to establish a vibrant scholarly and literary culture in Qatar and the Middle East.

About FNAC

FNAC is a major player in the distribution of cultural, leisure and technological goods. With over 600 stores around the world, FNAC has developed an original concept that offers the customers the best available products and services, advice and guidance but is also a comprehensive store where you can shop, read, entertain, buy, attend events, participate in events, or even display your art in a dedicated area.

It is more than a store, it is a cultural hub and a melting pot for like-minded individuals to come together and celebrate art and culture in a relaxed informal environment that appeals to one and all. FNAC also organizes thousands of cultural events every year emphasizing the brand’s commitment to making access to all forms of culture to as many people as possible.