

Plamen Lazarov - Paco

Father, Partner, Son, Brother, Trail Runner

"It takes a village to raise a child"



Born and raised in the heart of Bulgaria, my restless spirit has led me across the globe in search of new experiences. Mountains have always been my sanctuary, offering a sense of peace and grounding that fills me with joy and vitality. They are a reminder of the beauty and humility in life. Since moving to Sweden in 2011, I've made this my new home, but my heart still yearns for the mountains of my childhood. I am eager to share this special place with you and help you fall in love with the landscape that shaped my earliest memories.

What is your "Why"?

- *Ah, this is a challenging one. It's not easy to capture the essence in just a few sentences. Adventures like ultra running bring forth trials that, while tough, make us stronger and more resilient in other aspects of life. For me, it's a profound journey of personal growth, a path to a healthier lifestyle, and a gateway to a vibrant, supportive community that I deeply cherish.*
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What's being a guide on a training camp?

- *There's something truly special about being surrounded by people eager to embrace a challenge. This isn't a race; it's about building strong connections and fostering open communication from the start. For me, ensuring the safety and well-being of everyone involved is always the highest priority.*

How many ultras have you done so far?

- *Not enough ...(chuckles)*

What is your ideology in Ultra Running?

- *It's a lot of lonely hours on the trails. I like to use the time for mental relaxation and focus on the process.*

What's ahead now?

- *I have a few personal projects which I'm currently undertaking. When it comes to races, I just completed UTMB and I feel like I need some time to reset.*

Any advice for those who are considering the camp?

- *This is your chance to gear up for those exhilarating races and endurance challenges you've been dreaming about. Specificity in race preparation can transform not just your race day, but the entire journey of months leading up to it. Don't worry about feeling daunted or unsure of your abilities—we divide our training groups if needed so everyone finds their pace and feels empowered.*

Sometimes, seizing the moment is the key to reaching your goals. This will be an adventure you'll never forget!
