



# BEYOND LIMITS

INTO THE ADHD MIND: RISING ABOVE FAILURE

*A bold re-attempt at the world's toughest footrace, driven by a late-life ADHD diagnosis.*

## ABOUT

*Beyond Limits* is an emotionally charged exploration of the ADHD mind and the extraordinary resilience required to defy its challenges. Following Blair's journey, the film delves into his struggles with mental health and neurodiversity, emphasising how he rises above failure and pushes past his limitations. With stunning visuals taking you to the surreal setting of the Sahara desert, the film seeks to break down stigmas surrounding ADHD, shining a light on how embracing one's neurodiversity can lead to success. Blair's story unfolds as he confronts physical exhaustion and emotional adversity, offering hope and inspiration to those living with similar struggles.

The documentary stars Simon Blair, whose reflection on living with ADHD makes him an advocate for mental health awareness and the early diagnoses of ADHD within childhood. His participation in the Marathon des Sables—widely regarded as the most difficult foot race on earth—serves as a metaphor for overcoming personal limits and thriving in the face of adversity.

Ryan Lovejoy directed and filmed *Beyond Limits*, blending powerful storytelling with Blair's lived experiences. The documentary is independently produced by Simon Blair, with a focus on raising awareness and support for ADHD-related organisations, such as ADHD UK.

Behind the scenes, Lovejoy collaborated with a cast of Simon's closest family, friends and expert psychologists in the field of ADHD. Cinematography for the film features breathtaking shots of the Sahara Desert, interweaving the physical challenge of the Marathon Des Sables with the mental difficulties that come with ADHD. The documentary is edited by Ryan Lovejoy himself, ensuring an intimate, first-hand perspective on Blair's experiences and the emotional depth of the narrative.

A captivating original score composed by award-winning composer Lukas Blecks adds emotional weight with a sensibility to Blair's highs and lows throughout his endurance journey.



# SUBJECT PROFILE

A father, husband, and CEO, Simon Blair was diagnosed with ADHD later in life, a revelation that brought clarity to many of the challenges he faced growing up. This diagnosis allowed Simon to better understand himself and his approach to life, especially in high-pressure environments like endurance racing. His journey with ADHD has helped him reframe his experiences, providing him with unique insights into how his mind works under stress and how to use his strengths to his advantage. As Simon prepares to take on the Marathon des Sables for the second time, this newfound awareness fuels his determination and strategy, allowing him to tackle the race with a sharper focus on both his physical and mental resilience.



# PRODUCTION

Filming for *Beyond Limits* began on March 8, 2024, covering Simon's SHB offices in London, his home in Cambridge, and various UK locations for interviews with friends, colleagues, and ADHD experts. The Marathon des Sables scenes were shot on location in the Sahara Desert, Morocco, with filming wrapping on April 20, 2024, the race's final day. Post production took 45 days and finished on 5th September 2024.



# THE WORLD'S TOUGHEST STAGE

The Marathon des Sables, often referred to as the toughest footrace on Earth, is a 250 km ultramarathon across the unforgiving Sahara Desert. For someone with ADHD, the race becomes more than just a physical challenge; it's a constant battle between intense focus and overwhelming distraction. The vastness of the desert, the heat, and the relentless terrain all amplify the struggle to maintain mental clarity. Each stage demands not only physical endurance but also the ability to manage racing thoughts, impulsive energy, and the urge to push too hard too soon. Yet, ADHD brings unique advantages: bursts of hyperfocus, creativity in problem-solving, and a relentless drive to prove limits wrong. The desert, with all its unpredictability, mirrors the ADHD mind—a place where chaos and brilliance coexist, and every step is an act of resilience.



## DIRECTOR



Directed, filmed, and edited independently, this documentary is Ryan's most ambitious project to date. Ryan has drawn on his experience of camera operating in some of the world's most hostile environments to present the Marathon des Sables (MDS) in a way never seen before. This film goes beyond just capturing the race's physical challenges; it also delves deeply into Simon Blair's journey with ADHD, exploring the intersection of extreme endurance and mental health. Ryan's background in expedition racing films and his dedication to highlighting ADHD's impact have resulted in a documentary that offers a fresh, compelling perspective on both the MDS and the broader conversation about neurodiversity.





## FEEDBACK

*“Brilliant, beautiful and honest... and hugely important from an educational perspective”* - Enda Brady, Sky News Presenter

*“A very special movie about ADHD and the complex interwoven impacts it has”* - Henry Shelford, ADHD UK Charity CEO

*“This film is incredible”* - Kris King, Beyond The Ultimate Race Director

## RELEASE PLANS

We aim to enter film festivals to show in 2025 and are open to distribution offers or streaming deals. Our priority is ensuring the film's message reaches a wide audience, in the hope it can make a positive impact. A public release will follow once we've secured a distributor or streaming partner.

## CONTACT INFORMATION

**Producer & Star:** Simon Blair | [sblair@shbre.co.uk](mailto:sblair@shbre.co.uk) | +44 (0) 7712 677 402

**Director:** Ryan Lovejoy | [ryan@outpost9films.com](mailto:ryan@outpost9films.com) | +44 (0) 7746 4895 800

