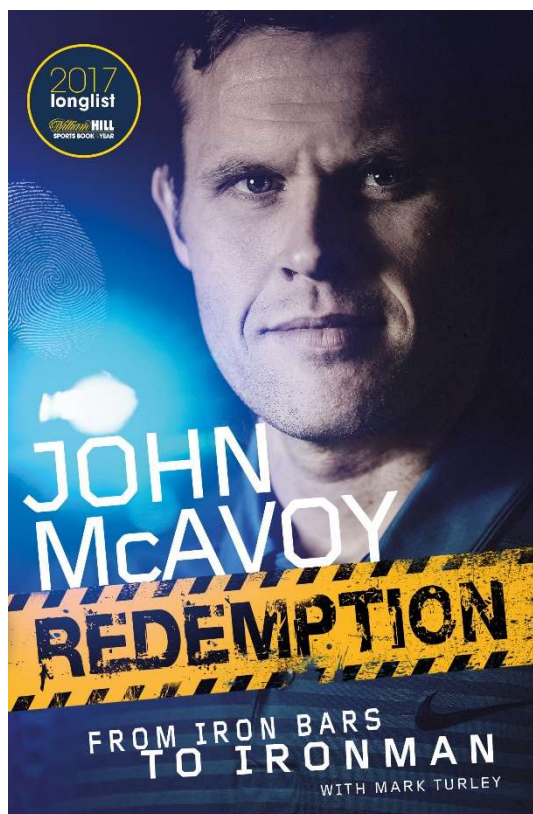




Title information



Redemption

From Iron Bars to Ironman

By John McAvoy and Mark Turley

Key features

- First-hand and fast-paced account of a life turned around – a true story of reform
- Nominated for the William Hill Sports Book of the Year Award 2017
- A gripping and fascinating life story that has huge appeal to many different markets
- John wrote his book with acclaimed author Mark Turley, whose journalism has appeared in *The Telegraph*, BBC Sport, *Men's Fitness*, *Boxing News* and *Sport Magazine*
- Mark's work was been long-listed for the William Hill Sports Book of the Year Award in 2015 and 2017
- Colour photo section including pictures from John's own personal collection
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Redemption: From Iron Bars to Ironman is the fascinating, frightening and inspirational autobiography of former career criminal, now world-record holder and endurance athlete John McAvoy. Born into a notorious London crime family, his uncle Micky was one of the key players in the legendary Brinks-Mat gold bullion caper. John bought his first gun at 16 and carved out a lucrative career in armed robbery. At one point he was one of Britain's most-wanted men. It took two spells in prison and the death of a friend on a botched heist to change his path. During his second stint in jail he discovered a miraculous natural talent while serving life in the Belmarsh high security unit – where fellow inmates included Abu Hamza, the hook-handed extremist cleric, and the 7/7 bombers. John broke three world rowing records while still an inmate and since his release has become one of the UK's leading Ironman competitors. *Redemption* is the ultimate story of sporting salvation.

Details

Publication: 6 October 2025
Price: £14.99
ISBN 13: 9781785316005
Format: 198mm x 129mm
Binding: Paperback
Extent: 320 pages
Category: Autobiography, Sport

Trade Orders to:

Macmillan Distribution (MDL),
Cromwell Place, International Business Park,
Lime Tree Way, Basingstoke, Hampshire RG24 8YJ

Telephone: 01256 302692
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