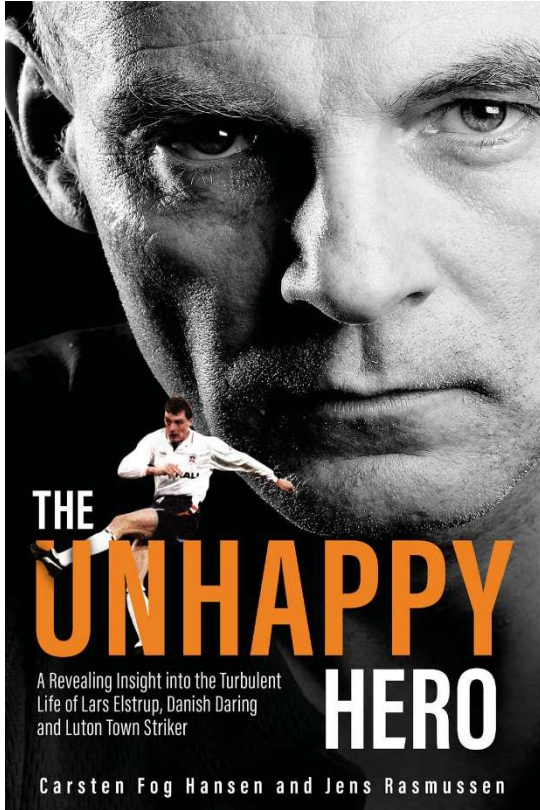




Title information



The Unhappy Hero

The Turbulent Life of Lars Elstrup, Danish Darling and Luton Town Saviour

By Carsten Hansen and Jens Rasmussen

Key features

- Intimate first-hand perspectives from Lars Elstrup himself, along with contributions from family and former teammates, providing a detailed view of a complex life
- Highlights key milestones in Elstrup's career, from his iconic goal that led Denmark to victory in the 1992 Euros to his crucial role in saving Luton Town from relegation
- Offers more than just a sports story by delving into Elstrup's internal battles with anxiety and depression, thus addressing often-overlooked mental health issues in the athletic community
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

The Unhappy Hero delves into the emotionally turbulent life of Denmark and Luton Town hero Lars Elstrup. Elstrup captivated Europe by scoring the pivotal goal for Denmark against France in the 1992 European Championship, and became a hero at Luton as he helped rescue them from relegation. But despite his footballing success, he endured an ongoing struggle with paralysing performance anxiety and depression. He left top-level football in 1993, seeking a fresh start and embarking on a spiritual path. He joined the cult of The Heart of the Sun, but found he could not escape his demons. This is an intimate portrait of one of football's most scandalous figures, exploring the psychological pressure and performance culture prevalent in the clubs he played for, including Feyenoord and Luton. The book shines a light on mental health in sport and the immense pressures faced by athletes, to spark a broader conversation around mental well-being in society and the need for discussion and support.

Details

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