

Media Release – 4 June 2025

How Emotional Strength® Took One Perth Woman from the Streets to Six World Marathons by Age 70

Sharon Faye recently ran the 129th Boston Marathon in April 2025, achieving the acclaimed Six Star Medal for finishing all six of the [Major Marathon's](#) around the world.

Sharon found running later in life. She started in her 50's and has been running ever since. Turning 70 years old in June 2025, Sharon is nowhere near ready to hang up her shoes.

With an incredible life story to tell, Sharon also has an ambitious vision for a healthy world.

Having been told by an orthopedic surgeon in 2015 she would never run again; Sharon was more determined than ever to keep going against all odds. Since then, Sharon has completed 13 marathons, countless half marathons and many other local running events while working in her own successful business, raising a family and establishing the Emotion Research Institute, a charity that celebrates its 10th year in June 2025.

Surviving a traumatic childhood where she was severely abused by her alcoholic mother, by the time Sharon was 12 years old, she was deemed 'retarded' and dropped out of school. She lived on the streets of Perth in an effort to escape and became a teenage alcoholic. After this less than ideal beginning, Sharon says that Emotional Strength® saved her life. Nothing made sense to this child except her feelings and she made it her mission to become the best version of herself. In the process, discovering the mechanisms underlying that when we connect to our bodies through feeling, our bodies heal.

Fast forward twenty years, Sharon has brought up four children, currently has eight grandchildren and raised two grandsons who have grown into healthy young men. Devoting her life to healing herself and others, she lives with enormous purpose and is constantly setting herself new challenges.

For Sharon, running helps her be the best version of herself and she likens it to being a business owner.



“Running a marathon is similar to running a small business. Running the distance challenges every part of me. Every day I discover new ways of underestimating my capabilities. When I think I have reached my limit, I discover I have more in me, and I take the next step. To run long distance, I live in the world of discovering what it is to be human. This is freedom”.

Speaking of her Six Star Medal, “achieving the six stars in Boston was an interesting experience because I started the marathon injured. I did not know at the time, but I had a torn lateral meniscus in my right knee. I do not recommend anyone run a marathon injured.

Before the event, I was told not to feel, just think about something else and forget about the pain. Anyone who knows me and what I stand for knows that I am going to feel regardless of what trainers tell me. Using Emotional Strength®, feeling and connecting with pain is how I get through and overcome barriers to success. In this case, the pain was so intense five days before the marathon that all I could do was feel and focus on the pain. That is how I got through achieving my sixth star”.

Sharon has been a business owner for 27 years and still works full time assisting business owners to overcome obstacles to achieve success. Sharon is the founding chair of the Emotion Research Institute, a charity aimed at advancing global research on human emotion.

Emotional Strength®

Emotional Strength® is the ability to respond in an open and vulnerable way in the face of intense emotional experience, feeling one's way deeper into the emotion which allows access to implicit functional processes driving action', (Faye & Hooper, 2018, p. 10).

Sharon is the creator of the concept Emotional Strength®. It is a way of life and also saved Sharon's life and the lives of her many clients.

Sharon first presented Emotional Strength® to the International Congress in Psychology in Berlin in 2008. In 2018, Sharon and her colleagues published an academic paper on Emotional Strength® in the Journal “*New Ideas in Psychology*”. Sharon now freely shares this concept with her clients, employees, and the Emotion Research Institute to enhance the research and impact it can have on society.

[Faye, S., & Hooper, J. \(2018\) Emotional Strength](#)



[Interview with The West Weekend, November 2016](#)

Abbot World Marathon Majors

The Boston Marathon is part of the Abbott World Marathon Majors, along with international marathons in Tokyo, London, Sydney, Berlin, Chicago, and New York City. For more information, visit <https://www.worldmarathonmajors.com/>.

Ends.

For more information or to interview Sharon Faye, Founding Chair, Emotion Research Institute, please contact Rachel Nash at racheln@emotionresearch.com.au, call +61 (0) 404 184 964.

Images:



Pictured: Sharon Faye ready to take on the Boston Marathon in April 2025.





Pictured: Sharon Faye elatedly crosses the finish line at the Boston Marathon in April 2025.



Pictured: An exhausted and incredibly proud Sharon Faye with her medals post Boston Marathon in April 2025.

