

Jennifer Titus

Hayward, WI



I swim. Actually, I was born a mermaid and therefore, I swim. The water has lured me my entire life from childhood memories swimming at the lake, to success as a competitive high school swimmer. This lifelong passion only grew when I moved up north and fell under the spell of Lake Superior. When I set a goal in 2021 and committed to swimming the English Channel, a goal I achieved on August 17th of 2024, my motivation was purely selfish and to make a mark in history. To challenge myself both physically and mentally in the extremest way I could imagine. I have never been one to back down from any challenge I have faced but was also not naive that a goal like that would take incredible determination, loads of training, and overcoming obstacles that were greater than anything I had ever faced before. Now that this personal challenge is within reach after 2.5 years of training, I of course asked myself, what next?

Perhaps by divine intervention, I learned of the point to point swim to honor the Crew of the Edmund Fitzgerald. I knew immediately that I had to be a part of it. However this time, my motivation came from a place of love, respect, and reverence. An opportunity to finish the journey of the 29 sailors who tragically lost their lives just doing their jobs. A journey that ended on a fateful November night 6 years before I was even born. As the mother of a sailor in the US Navy, I am also motivated by the love and pride for my daughter who has committed herself to serving our country on the seas. The crew of the Edmund Fitzgerald had mothers, children, & loved ones who should know that those lives are forever honored and never forgotten. For this reason. I swim.

Some fun facts of my life long journey swim:

Swimmer: Jennifer Titus, The Queen of Cold Water

Hometown: Hartford, Wisconsin

Resides In: Hayward, Wisconsin

Career: Hair Influencer & Salon Owner

Legacies: Elle Titus (daughter) is my US Navy Sailor. Brock Titus (son) is my rising freshman at UW-Madison. Superpower: Tough as Nails!

Swimming Highlights/Story: Jennifer is a pool rat, former lifeguard, and sprinting beast. Inspired by her mom and uncles - all high school and collegiate swimmers, Jennifer started her swimming career in 9th grade. When Jennifer starts something she gives it 100%, including her club swim team for which she has trained year-round. She was a strong sprinter in the 50m & 100m and, a great fourth leg in a relay, but she gave up swimming after high school. The 2013 Point to La Pointe race from Bayfield to Madeline Island in the Beautiful Lake Superior reinvigorated her swimming passion. Jennifer can still out-sprint the best of them! Recently, Jen and her fellow Wisconsin Mermaid teammates successfully crossed the English Channel on August 17th, 2024 in 11hours and 20minutes as the first all female relay team from Wisconsin.

