

Press pack of 1st September 2013, for immediate release

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Ultra-Trail® World Tour: bringing together the most emblematic trails (of 100km or more) in the World.

Chamonix, 1st September 2013

The organizers of the most emblematic trail-running events announce the creation of the Ultra-Trail® World Tour.

From 2014, prestigious races such as The Western States 100 Mile Endurance Run (USA), the Marathon des Sables (Morocco), The North Face® Ultra-Trail du Mont-Blanc® (France, Italy, Switzerland), The North Face® Transgrancanaria (Spain), The North Face® Lavaredo Ultra-Trail (Italy), Vibram® Tarawera 100km Ultramarathon (New-Zealand), Vibram® Hong Kong 100 (Hong Kong, China), Ultra-Trail® Mont Fuji (Japan) will combine their energies to participate in and to promote the values of this sport. Other emblematic races will soon be confirming their participation.

All these events, already open to the widest public, will offer everyone a unique chance, throughout the year, to discover different and varied lands.

The Ultra-Trail® World Tour will propose an international competitive circuit, in partnership with the International Trail Running Association (ITRA).

At the end of each event, each “finisher” will be awarded a number of points based on his or her result. In this way, each year a male and female Ultra-Trail® World Tour champion will be proclaimed.

With the goal of bringing together top athletes, a limited number of races will be labelled «Ultra-Trail® Series», and will have a more important weighting in the ranking.

In this way, each year a male and female Ultra-Trail® World Tour champion will be proclaimed.

All runners will be presented with a passport, which will acknowledge their “finisher” visas.

Ultra-Trail® World Tour: bringing together the most emblematic trails (of 100km or more) in the World.

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The organizers of:

- The Western States 100 Mile Endurance Run
- Marathon des Sables
- The North Face® Ultra-Trail du Mont-Blanc®
- The North Face® Transgrancanaria
- The North Face® Lavaredo Ultra-Trail
- Vibram® Tarawera 100km Ultramarathon
- Vibram® Hong Kong 100
- Ultra-Trail® Mont. Fuji

have today announced at Chamonix their participation in the 2014 Ultra-Trail® World Tour.

International circuit, shared values

The races in the Ultra-Trail® World Tour, in their specific natures, illustrate all the diversity of trail: steep paths of the Alps, California trails, hills and beaches of Hong Kong, Moroccan desert...

The races' many different formats will present participants with a real adaptation challenge. Between The North Face® Lavaredo Ultra-Trail and the Vibram® Tarawera 100km Ultramarathon, between the Ultra-Trail Mont Fuji and The North Face® Transgrancanaria, participants will need very different qualities to win, or simply to become a finisher.

While being fundamentally different, the Ultra-Trail® World Tour races will have common values, which they are proud to share and to promote. Ethics, equality in sports, self-respect, respect for others, for the Environment...

Taking part in the Ultra-Trail® World Tour will be the opportunity, throughout the years, to discover cultural and sporting differences. Every continent will be visited: Africa, America, Asia, Europe, Oceania... providing opportunities to enhance their sporting culture, create new friendships, and to feed on emotions in order, one day perhaps, to be a "finisher" in all the events!

Simple criteria of eligibility

- Long distance trail running races of at least 100km.
- Emblematic venues.
- Popular races (around 500 runners minimum).
- International events (a minimum of 20 countries represented).
- Minimum 2 realized editions

An annual ranking for the award of the title of champion of the Ultra-Trail® World Tour

Any "Finisher", according to his performance, will be assigned a number of points and be integrated into the international ranking, updated for each race, and available online at www.ultratrailworldtour.com site.

The Ultra-Trail® World Tour will propose an international competitive circuit, in partnership with the International Trail Running Association (<http://www.i-tra.org>).

With the goal of bringing together top athletes, a limited number of races will be labelled «Ultra-Trail® Series». Only the 3 best results should be taken in consideration, with a maximum of 2 "Ultra-Trail® Series".

At the end of the year, after the last race, the titles of "Ultra-Trail® World Tour 2014" champion, male and female, will be awarded.

Who will win? Encourage your favorites!

A passport for all races

By the end of 2013, all runners planning to participate in one or more stages of the Ultra-Trail® World Tour can order their "Ultra-Trail® World Tour" passport on the www.ultratrailworldtour.com site.

Whenever they are "finishers" in a racing circuit, they receive a visa to stick in this passport.

Participation in one of these circuit races will automatically imply integration in the rankings for the Ultra-Trail® World Tour of the given year.

2014, a year full of promise

For its very first year, the Ultra-Trail® World Tour will be present on all the continents, with a dozen venues spaced out throughout the year.

The following have already been confirmed:

- January 18th: Vibram® Hong Kong 100 (Hong Kong, China)
- March 1st: The North Face® Transgrancanaria (Spain)
- March 15th: Vibram® Tarawera 100km Ultramarathon (New Zealand)
- April 4th to 14th: Marathon des Sables (Morocco)
- April 25th to 26th: Ultra-Trail Mt.Fuji® (Japan)
- June 27th to 29th: The North Face® Lavaredo Ultra Trail (Italy)
- June 29th: The Western States 100 Mile Endurance Run (USA)
- August 29th: The North Face® Ultra-Trail du Mont-Blanc® (France, Italy, Switzerland)

Other emblematic races will soon be confirming their participation.



The Western States 100 Mile Endurance Run (USA)

Venue: Squaw Valley, California (USA)

Year of creation: 1973

Next event: June 28th-29th 2014

Web: www.wser.org

Your contact: Craig Thornley - rdthornley@gmail.com



Marathon des Sables

Venue: South Sahara (Morocco)

Year of creation: 1985

Next event: April 4th-14th 2014

Web: www.marathondessables.com

Your contact: Patrick Bauer – news@marathondessables.com



The North Face® Ultra-Trail® du Mont-Blanc®

Venue: Chamonix, Courmayeur (Switzerland, France, Italy)

Year of creation: 2003

Next event: last weekend of August 2014

Web: www.ultra-trailmb.com

Your contact: Catherine Poletti – catherine.poletti@autmb.com



The North Face® Transgrancanaria

Venue: Gran Canaria island, Canary Islands (Spain)

Year of creation: 2003

Next event: March 1st 2014

Web: www.transgrancanaria.net

Your contact: Fernando González Díaz – info@transgrancanaria.net



The North Face® Lavaredo Ultra Trail

Venue: Cortina d'Ampezzo, Dolomites (Italy)

Year of creation: 2007

Next event: June 27th to 29th

Web: www.ultra-trail.it

Your contact: Cristina Murgia – cris@ultra-trail.it



Vibram® Tarawera 100km Ultramarathon

Venue: Bay of Plenty, North Island (New Zealand)

Year of creation: 2009

Next event: March 15th 2014

Web: www.taraweraultra.com.nz

Your contact: Paul Charteris – pcharteris@gmail.com



Vibram® Hong Kong 100

Venue: Hong Kong, China

Year of creation: 2011

Next event: January 18th 2104

Web: www.vibramhk100.com/

Your contact: Janet Ng – hk100janet@gmail.com



Ultra-Trail Mt.Fuji®

Venue: Yamanashi, Chubu (Japan)

Year of creation: 2012

Next event: April 25th-26th 2014

Web: www.ultratrailmtfuji.com

Your contact: Tsutomu MIURA – info@ultratrailmtfuji.com

About the Ultra-Trail® World Tour

The Ultra-Trail® World Tour goals are:

- To promote a varied offer of races adapted to all runners, proposing several distances, venues and spectacular and diverse environments, with different difficulties and technical challenges
- To ensure the promotion and development of major events in long-distance trail-running (Trail Ultra XL)
- To encourage the participation of athletes at all levels in the races of its circuit, from beginner to elite athlete.

The Ultra-Trail® World Tour is a partner of the International Trail Running Association (ITRA).

Contacts

Fabrice PERRIN – Operations Manager - +33 6 22 56 06 66 fabrice@ultratrailworldtour.com

Jean-Charles PERRIN – Development Manager - +33 6 14 34 81 80 jc@ultratrailworldtour.com

Internet : www.ultratrailworldtour.com

Facebook : www.facebook.com/UltraTrailWorldTour

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A word from Paul Charteris, Vibram Tarawera Race Director

Kia ora” welcome to Rotorua, New Zealand.

Trail ultramarathon runners from all over the world are welcome at the Vibram Tarawera Ultramarathon in Rotorua, New Zealand.

Race Director for the Tarawera Ultra, Paul Charteris, says the Ultra-Trail® World Tour is all about bringing runners together in the spirit of friendship, adventure and competition.

“I am very proud that the Vibram Tarawera Ultramarathon is part of the Ultra-Trail® World Tour.

We look forward to showing athletes from all over the world, our beautiful part of New Zealand - and of course to having them run on our trails. “

The 6th annual Vibram Tarawera Ultramarathon on 16 March 2014 is a 100km trail run through natural New Zealand forests, around lakes and rivers. More than 700 runners from greater than 20 countries are expected for the 2014 race. There are also 60km and 85km options.

Rotorua is a world-renowned visit and adventure destination, known for Maori culture, natural thermal spa, geysers, volcanos and world-championship level mountain-biking.

A proverb in the language of the Maori people of New Zealand:

He aha te mea nui o te ao?

He tangata! He tangata! He tangata!

“Translation”

What is the most important thing in the world?

It is people! It is people! It is people!

www.taraweraultra.co.nz

www.rotoruanz.com

A word from Fernando González Díaz, Transgrancanaria race director

Para la The North Face Transgrancanaria es un placer formar parte del Ultra-Trail® World Tour.

La TNF Transgrancanaria promueve valores como el respeto por el medio ambiente, el compañerismo, la igualdad entre corredores de diferentes capacidades... También nos esforzamos en mostrar a los participantes lo mejor de nuestro territorio: Paisaje, historia, costumbres. Buscamos que su paso por la The North Face Transgrancanaria sea algo más que un reto deportivo y se convierta en una experiencia irrepetible.

En la The North Face Transgrancanaria hemos trabajado durante años para promover la existencia de organizaciones responsables, que cuiden del medio ambiente, que regulen sus pruebas y que faciliten el juego limpio de todos los corredores.

Para nosotros es importante que exista algún tipo de valores y objetivos comunes para las grandes pruebas de ultra distancia.

El Ultra-Trail® World Tour propone unos objetivos que compartimos. Que las carreras más importantes de ultra distancia del mundo formemos parte de un mismo circuito será un gran avance para esta actividad: valores, regulación, responsabilidad, trato igualitario a todos los corredores, ...

It is a pleasure for The North Face Transgrancanaria to be part of Ultra-Trail® World Tour.

The North Face Transgrancanaria promotes values such as respect for the environment, friendship or equality between runners. We also strive to show participants the best of our territory: landscape, history and customs. We work to make their way through The North Face Transgrancanaria not just a sporting challenge but a unique experience.

The North Face Transgrancanaria team have worked for years to promote responsible organizations which care for the environment, regulate their events and facilitate fair play for all runners. It is important for us to keep searching to build common values and objectives for long-distance trail-races (Trail Ultra XL).

The North Face Transgrancanaria shares the objectives proposed by Ultra-Trail® World Tour. The most important Trail Ultra XL races in the world are from now part of the same circuit. And this will be a breakthrough for this sport activity: values, regulation, responsibility and equal opportunities to all runners.

A word from Patrick and Marie Bauer, Marathon des Sables race director

Le Marathon des Sables comme de nombreuses courses par le monde pensait à un circuit international depuis de nombreuses années. Notre quotidien nous accaparant toujours plus, c'est une joie que ce projet voit le jour et nous y adhérons avec bonheur.

Porter les valeurs qui nous nourrissent depuis plus de 28 ans nous comble. Nous espérons partager avec les coureurs et les organisateurs des courses de l'Ultra-Trail® World Tour sur tous les continents toutes les émotions de nos événements respectifs.

Patrick & Marie Bauer

A word from Craig Thornley, Western States 100 race director

Given the historic growth and international reach of the sport of ultramarathoning, the organizers of the Western States 100-Mile Endurance Run feel that the Ultra-Trail® World Tour provides an exciting framework for the sport's competitive and organizational future.

All of the participants in the Ultra Trail World Tour share the same core values. We all believe that events should provide a quality, memorable experience for all ultra participants, from the back of the pack through the front of the pack.

We also believe that the time is right for the sport's leading races to combine efforts in the crowning of a men's and women's Ultra-Trail® world champion determined through fair, drug-free competition.

Perhaps just as importantly, we all believe that all races must be sustainable in nature. They must embrace, protect and steward the trails on which they are held, so that these precious land resources can be used in perpetuity by the generations to come.

The formation of the Ultra-Trail® World Tour provides our sport with a collaborative, collegial and cooperative framework that promises to benefit all runners, of all abilities, in all countries throughout the world."