




VALD'ARAN
PYRENEES

BY UTMB®

3rd – 5th July 2020

THE NEW TRAIL
RUNNING EVENT
IN THE HEART OF
THE PYRENEES

A trail runner is captured in profile, running across a grassy ridge. He is wearing a white cap, a black athletic shirt, and black shorts. He has a hydration pack on his back and is holding two trekking poles. The background features a vast, rugged mountain range with rocky peaks and patches of snow under a clear sky. The foreground is filled with green grass and some yellow wildflowers.

The mountains of the Pyrenees are famed as the home to some of the greatest trail runners in the world, and now this stunning playground will be open to the rest of the world as Val d'Aran prepares to welcome UTMB®.



VAL D'ARAN by UTMB®

The first edition will be held **July 3rd - 5th, 2020**. The event will include **3 races** with **4.000 participants** that will run exclusively through Val d'Aran. Alongside the main Val d'Aran by UTMB® races, the **Ultra-Trail® Salon** in Vielha and the **Baqueira Beret Trail Festival** will also be celebrated.

It is the fifth event of the **UTMB® family**, joining other iconic and touristic destinations which are particularly appealing for trail runners keen to explore the world: UTMB® Mont-Blanc, Gaoligong by UTMB®, Oman by UTMB® and Ushuaia by UTMB®.

As on all other “by UTMB®” events, finishers of Val d'Aran by UTMB® will be able to collect their “**Running Stones**” and **obtain a direct entry for UTMB® Mont-Blanc** without having to go through the lottery. The Running Stones accumulated are valid for a four-year period.

The event will be part of the **Ultra-Trail® World Tour**. This will ensure the participation of international elite runners, strong media presence on-site and additional worldwide visibility; overall true added value for the event and the sponsor.

Ultra-Trail du Mont-Blanc® is the pinnacle event in the sport of trail running, what Ironman is to triathlon or the Tour de France is to professional cycling. Its scale, power and international reach has seen UTMB® become an **unique brand** living all year long.

The event taking place in Chamonix around the Mont-Blanc massif each year since 2003 is a global sporting, human and marketing success story, reinforced by its pioneering qualification system, **ITRA points**, encompassing more than **4.500 qualifying events** around the world.

There are **more than 100.000 requests for bibs each year**, all filtered by the qualification points system introduced 10 years ago in order to manage the fast growing demand (+70% new participants in the past 3 years).

In the first edition of UTMB®, 711 runners from 19 countries were present.

Nowadays UTMB® hosts **10.000 runners** from **100 different nationalities**.

Runners try to enter UTMB® for many years!



Around the World...

20.000 trail running events

20M trail runners

Significant boom in the past decade

At UTMB®...

10.000 runners

30.000 supporters (family&friends)

100 nationalities

100.000 spectators

28M € Economic impact

15M € Event media value



UTMB® International + Val d'Aran by UTMB®

With the creation of the new entry system, all by UTMB® finishers will access directly UTMB® races. Due to the current difficulties to enter UTMB® Mont-Blanc, together with the easy accessibility to Val d'Aran both from France and Spain, demand for Val d'Aran by UTMB® race bibs has risen exponentially.

The new event has been created by UTMB® International, together with **InAran Sports** and with the support of **Conselh Generau d'Aran** (Government in Val d'Aran).

UTMB® International, created in 2016, is a company aiming to develop the UTMB® brand around the globe. Its mission is to support the creation of new major trail running events open to all, and organized with the **highest quality standards**.



InAran Sports is the organizing company, an outdoor player in Spain with proven capabilities and understanding of the trail environment. Amongst others, the team developed Trail Vielha-Molieres 3.010, one of the most technical and alpine races in Spain with 1.300 runners. The organization has also assisted technically several trail running races, as well as Nordic skiing, snowboarding and alpine skiing events.

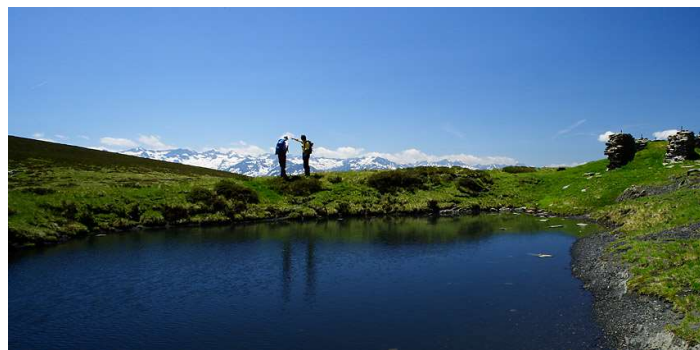
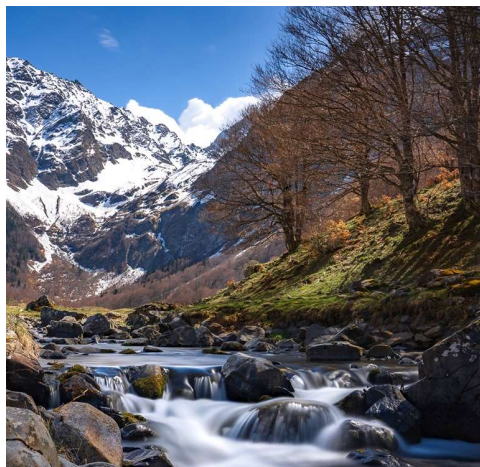
*“InAran Sports was born as the union of outdoor experts specialized in the organization of outdoor events in Val d’Aran. From trail running to ski mountaineering, we share a passion to create extraordinary sport events that create value added for the region, unforgettable experiences for participants, and great repercussion to our partners. We want to show our mountains, our playground, to the world. We will work hard towards creating a role model event in the Pyrenees, combining the fantastic scenery of the territory with the show-business around the event; but we will also put special effort in generating a global impact through a big marketing campaign”, says **Xavier Pocino, Event Director.***

VAL D'ARAN

Val d'Aran, which is known for its hospitality, is preparing to welcome all runners, supporters and public. It is the only Atlantic facing valley in the Central Pyrenees, located between Spain and France.

A valley with its own culture and language, a unique climate, eternal snows and exquisite gastronomy, it is a first-class winter and summer touristic destination.








- ❖ Closest International Airports:
 - **Barcelona:** 3.30h by car
 - **Toulouse:** 2h by car

- ❖ **Baqueira Beret**, the biggest ski resort in Spain with more than 870.000 ski passes sold each year

- ❖ Hotels: more than 30.000 beds in the Valley

- ❖ Val d'Aran, one of the most visited spots in the Pyrenees, with direct access to France and Spain



VAL D'ARAN
PYRENEES

BY UTMB®

A wide landscape photograph of a mountain range. The foreground shows a grassy hillside with a hiker standing on the peak. The middle ground features rolling green hills, and the background shows a range of rugged, rocky mountains under a clear sky. The text 'VAL D'ARAN by UTMB®' is overlaid in white on the right side of the image.

VAL D'ARAN by UTMB®

The event will include **3 races** that will run exclusively through Val d'Aran, with Vielha as the epicenter. There will be **4.000 runners**, about **8.000 supporters**, and **470 volunteers and staff**.

In Vielha, the main village, the **Ultra-Trail® Salon** will be celebrated with the most important outdoor brands represented. Activities, concerts and more will be celebrated in Vielha, to create a festive ambiance.

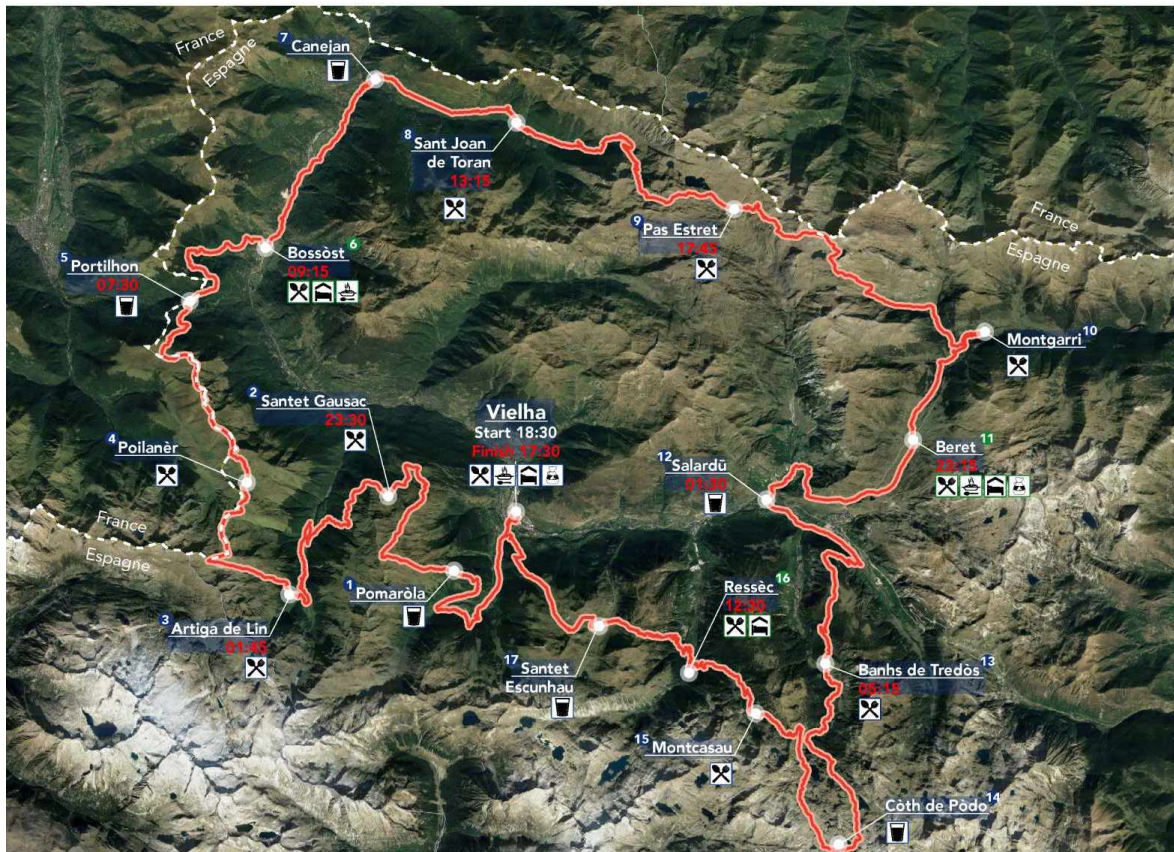
Alongside the main Val d'Aran by UTMB® races, the **Baqueira Beret Trail Festival** will also be celebrated at the same time. Based in Pla de Beret, this will be a fantastic spot for supporters and the general public to enjoy the ambiance, see the runners and participate in the various activities offered. On Saturday morning, there will be different **races for all ages**; from kids to junior, together with activities for all the **family**.



THE RACES

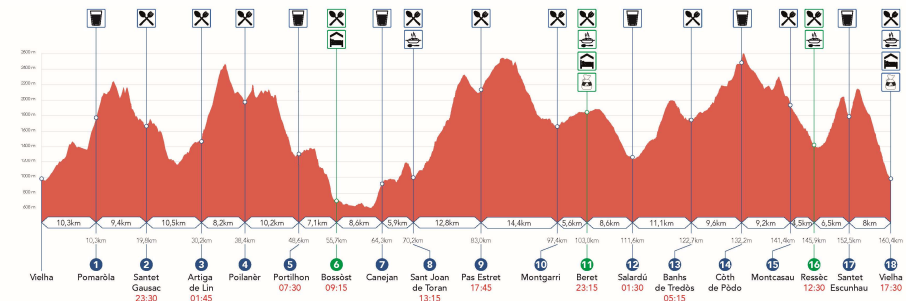


TORN DERA VAL D'ARAN



10.500m D+

10.500m D-





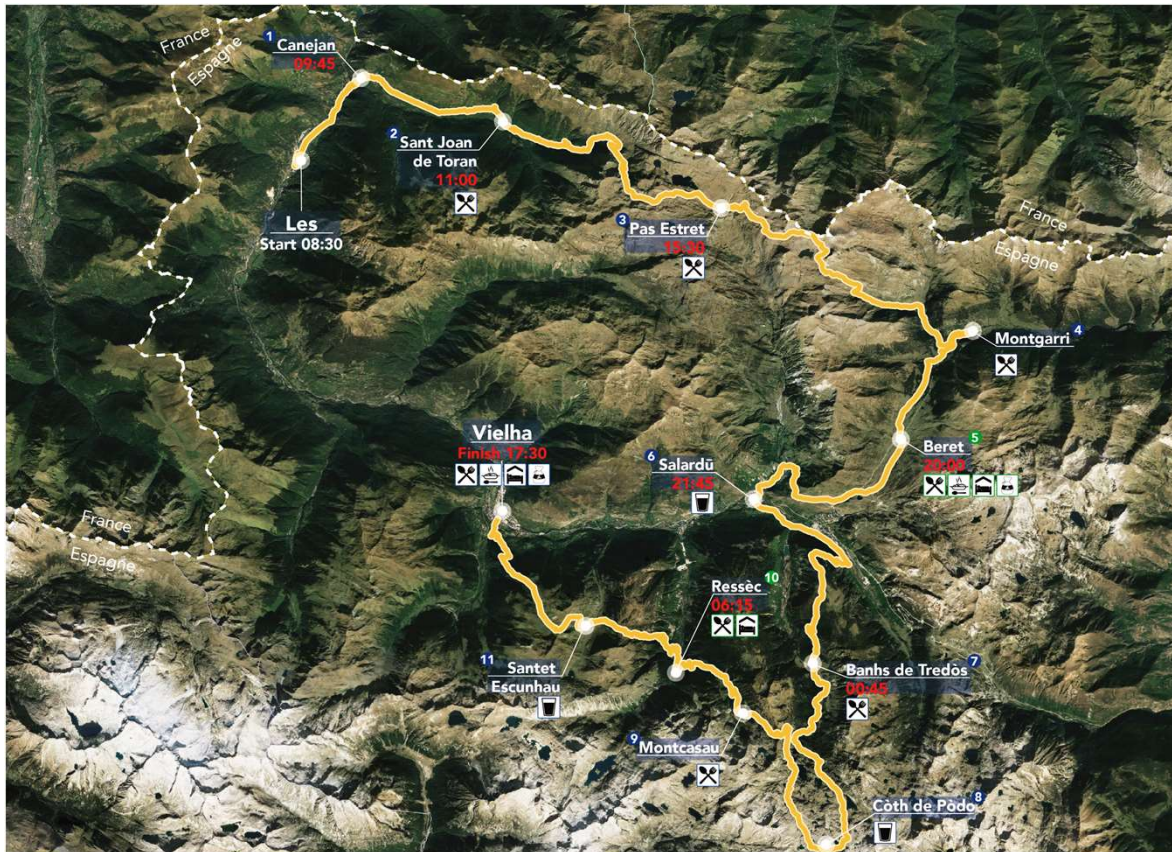
TORN DERA VAL D'ARAN

- Data: 160 km, 10.500mt +, 10.500mt -
- Start: Friday July 3rd, 2020 – 18.30h
- First runner: 22 hours
- 17 aid stations + finish line → 3 life bases
- All finishers will get 18 Running Stones and direct entry to UTMB[®], TDS[®], CCC[®] or OCC.
- This race is included in UTWT (Ultra-Trail[®] World Tour)
- 1.500 runners max.



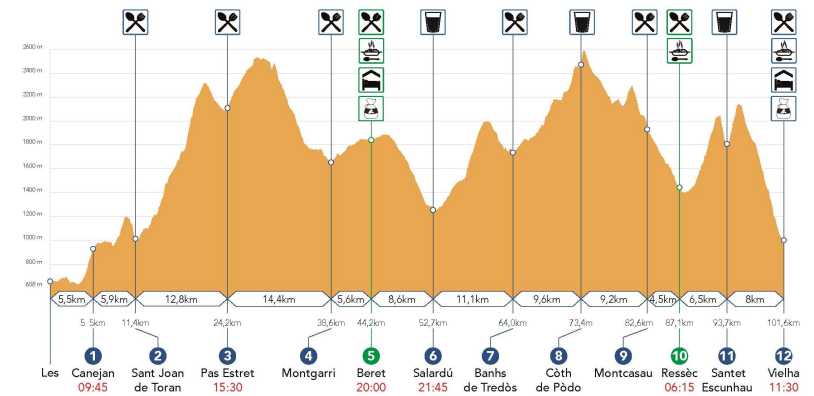
160 VDA

CAMINS DE HÈR



6.400m D+

6.100m D-





CAMINS DE HÈR

- Data: 101 km, 6.400mt +, 6.100mt -
- Start: Friday July 3rd, 2020 – 8.30h
- First runner: 12 hours
- 10 aid stations + finish line → 2 life bases
- All finishers will get 15 Running Stones and direct entry to TDS[®], CCC[®] or OCC.
- 1.400 runners max.



101 CDH

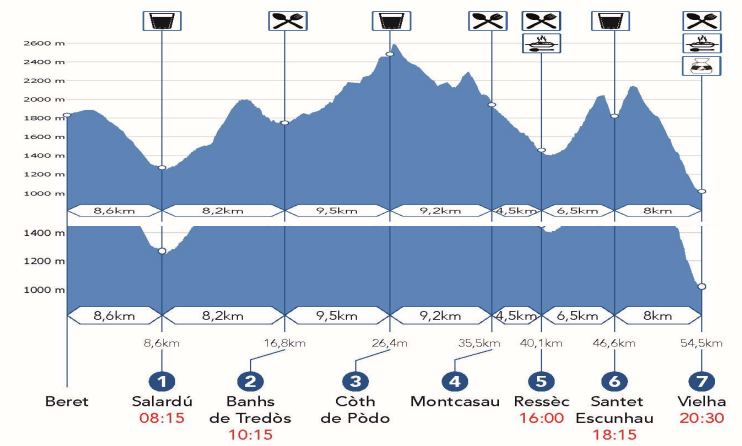


PEADES DERA AIGUA



3.100m D+

3.900m D-



A photograph of a runner in dark shorts and a black top climbing a large, mossy rock. The runner is positioned on the right side of the frame. In the background, there is a calm lake reflecting the sky, with several other large rocks scattered in the water and on the shore. The text 'PEADES DERA AIGUA' is overlaid in white, bold, sans-serif font across the middle of the image.

PEADES DERA AIGUA

- Data: 55 km, 3.100mt +, 3.900mt -
- Start: Saturday July 4th, 2020 – 6.30h
- First runner: 6 hours
- 6 aid stations + finish line
- All finishers will get 9 Running Stones.
- 1.000 runners max.

A large, light blue graphic element consisting of a series of horizontal zigzag lines, resembling a stylized mountain range or a wave pattern. At the bottom of this graphic, the letters 'PDA' are written in a bold, white, sans-serif font. To the left of the 'PDA' text is a small, white, stylized logo consisting of two interlocking shapes.

PDA

Baqueira Beret Trail Festival



Ultra-Trail® Salon





Catherine Poletti, UTMB® Group Co-Director, said:

"We are excited to reveal the courses for Val d'Aran by UTMB® and this new trail running event will allow us to further enrich what UTMB® offer in term of terrain diversification. It will provide a real test for trail runners who want to explore the Pyrenees and discover a new stunning mountainous course with a strong characterization, differing from the Alpine one.

This year at UTMB®, Spanish runners represent the second largest contingent of foreign participants, a clear indication of the enthusiasm for the sport that we expect to see at Val d'Aran by UTMB® next year. We expect this to be a hugely popular event, so encourage people to sign up early."

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Contact Information:
info@aranbyutmb.com

