



### Press release

Chamonix (France), 13 April 2023

## The UTMB Mont-Blanc unveils inclusive, full of emotions poster for its 20th anniversary edition

*In one poster, 20 years of passion, 20 years of emotions and a story that continues to be written together!*

With thousands of memories and innumerable moments of euphoria since its launch in 2003, this year the UTMB® Mont-Blanc is celebrating its journey from the creation by a group of passionate friends to its status as the world's top trail running event. For this special anniversary edition, the UTMB® Mont-Blanc wanted to pay tribute to all those who have made this race famous across the globe by unveiling an authentic, community-oriented poster.

For over a month, the UTMB® Mont-Blanc team collected pictures and memories of the most beautiful moments experienced around the Mont-Blanc over the past 20 years. Runners, crews, volunteers, partners, municipalities and territories, more than 600 people took part and the result is this unique poster, full of strong and unforgettable moments.



it is a puzzle of personal pictures in which you can find all the elements that make the UTMB Mont-Blanc such a special event for all trail running lovers:

- The Mont Blanc, the ultimate icon for all those who wish to enter this formidable adventure
- the UTMB Mont-Blanc arch, symbolizing the athletic effort and the commitment of so many people
- A new logo marking the 20th anniversary edition of the event, with the three flags to highlight the friendship between the three host countries
- The poster also features all the races of the week, including the first UTMB World Series circuit finals: OCC (50K), CCC (100K) and UTMB (100M).

[Click here to download the poster.](#)

**Isabelle Poletti, Director of the UTMB Mont-Blanc, commented:** “Since 2003, the UTMB Mont-Blanc has revolved around our key values of solidarity, respect, inclusion, authenticity and humility, principles that our graphic design team sought to highlight in this year’s poster. Unifying on so many levels, this event brings us all together at the same start line, with the same objective, to share the emotions of our shared passion for the trails.”

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## Editors' notes

### UTMB®

### World

### Series

UTMB® World Series is the world's ultimate trail-running circuit that unites the sport's biggest stars and passionate runners through the best, leading international events in the most stunning locations. Built on a passion for the mountains with sustainability at its heart, UTMB® World Series gives all trail runners the chance to experience the UTMB® adventure across the world, with events taking place across Asia, Oceania, Europe, Africa and the Americas. It is the only place where runners can begin their quest to UTMB® Mont-Blanc, France, where the prestigious UTMB® World Series Finals will be held. For more information, visit [www.utmb.world](http://www.utmb.world).

### UTMB

### Group

Since the creation of UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, now in its second year, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at [www.utmb.world](http://www.utmb.world).

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