



Press release - Chamonix (France), Wednesday 21 August 2024

Two new UTMB World Series events in Colombia and Mexico: exceptional locations for unique adventures

- World Heritage Site: Colombia's Coffee Cultural Landscape ready to host brand-new event.
- UTMB World Series heads to the birthplace of running in Chihuahua, Mexico.
- New location in southernmost city in the world at Valhøll Fin del Mundo by UTMB.

Each of the three new event locations encapsulates the spirit and values of the UTMB® World Series, celebrating the local culture while giving runners the chance to live the UTMB adventure close to home.

Culture, coffee and challenging trails await at brand-new event in Colombia

A brand-new event comes to the Andean region of Colombia in 2025, as the UTMB® World Series welcomes Quindío Trail Colombia by UTMB® to the circuit. From May 2-4, 2025, runners will head to the picturesque host town of Salento, Quindío to tackle one of the five race distances and experience the magic of the lush forests, the famous coffee plantations and the iconic wax palms of the Valle de Cocora.



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Located in the heart of the UNESCO-listed Coffee Culture Landscape of Colombia, Quindío offers world-class coffee and a rich history, alongside fascinating local architecture, natural beauty of the flora and fauna and a vibrant culture which promises to make this event an unforgettable experience for both local and international runners.

Race Director, Mauricio Quintero said : *"Immerse yourself in the rich local biodiversity and experience this unique adventure through five routes that traverse the region, its mountains, and a part of the Coffee Cultural Landscape – PCCC – recognized as a UNESCO World Heritage site."*

For more information, visit <https://quindio.utmb.world>

The birthplace of trail running hosts brand new event, Chihuahua by UTMB

The UTMB® World Series is excited to announce a brand new event in Chihuahua, a destination in the northwestern part of Mexico which is considered the birthplace of trail running. From 2-4 October 2025, Chihuahua by UTMB® will take runners on a spiritual and cultural journey through the sacred lands of the Rarámuri, showcasing the wild beauty of the Copper Canyons and the dramatic backdrop of the Sierra Madre Occidental.



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Race Director, Alejandro Ochoa said, *"Participants will not only push their limits but also immerse themselves in a cultural experience like no other, running alongside the descendants of the original ultrarunners in the majestic, rugged terrain of the Copper Canyons that have shaped their legendary endurance."*

"The race is a true journey through the ancestral lands of the Rarámuri, whose deep connection to running has inspired the world. It is a celebration of spirit, culture, and the raw beauty of Chihuahua," he added.

With six race distances on offer, ranging from 8 km to 100 miles, the event promises a unique coming together of communities, united by their passion of running. Emphasising simplicity, community and nature, Chihuahua by UTMB promises to be an unforgettable and grounding experience in a unique part of the world.

For more information, visit <https://chihuahua.utmb.world>

Exhilarating Argentinean adventure awaits at 'The End of the World'

Scheduled for 18-22 March 2025, Valhøll Fin del Mundo by UTMB® harbours a new name but with the same unique DNA that the event organisers, volunteers and runners have grown over the years. After five unforgettable editions at Villa General Belgrano, the famous Argentinian UTMB World Series event will move location - heading to the southernmost city in the world to discover the breathtaking natural beauty and unique landscapes of Ushuaia.

Runners will have the opportunity to test their limits across six different race distances, all while taking in the stunning setting - from the Andes mountains to the glacial valleys, the ancient forests and the vast sea.

For more information, visit <https://valholl.utmb.world>

UTMB® World Series 2024-2025 calendar (as of August 21, 2024)

- Tarawera Ultra-Trail™ by UTMB®, New Zealand (17-18 February 2024)
- Chianti Ultra Trail by UTMB®, Italy (22-24 March 2024)
- Istria 100™ by UTMB®, Croatia (4-7 April 2024)
- Desert RATS Trail Running Festival™ by UTMB®, USA (13-14 April 2024)
- Ultra Trail Mount Yun by UTMB®, China (19-21 April 2024)
- HOKA Canyons Endurance Runs™ by UTMB®, UTMB World Series Americas Major, USA (26-27 April 2024)
- Amazean Jungle Thailand by UTMB®, Thailand (3-5 May 2024)
- Valhøll Argentina by UTMB®, Argentina (9-12 May 2024)
- Ultra-Trail Snowdonia by UTMB®, UK (10-12 May 2024)
- Trail Alsace Grand Est by UTMB®, France (17-20 May 2024)
- Ultra-Trail Australia™ by UTMB®, Australia (16-19 May 2024)
- Mountain Ultra Trail™ by UTMB®, South Africa (24-26 May 2024)
- Mozart 100™ by UTMB®, Austria (1 June 2024)
- Tenerife Bluetrail by UTMB®, Spain (6-8 June 2024)
- Trail du Saint-Jacques by UTMB®, France (14-16 June 2024)
- Trail 100 Andorra™ by UTMB®, Andorra (14-16 June 2024)
- Mauritiús by UTMB®, Mauritius (22-23 June 2024)
- La Sportiva® Lavaredo Ultra Trail™ by UTMB®, Italy (26-30 June 2024)
- Western States™ 100 Endurance Run, USA (29 June 2024)
- HOKA Val d'Aran by UTMB®, UTMB World Series European Major, Spain (3-7 July 2024)
- Restonica Trail by UTMB®, France (4-6 July 2024)
- Trail Verbier St-Bernard by UTMB®, Switzerland (5-7 July 2024)
- Eiger Ultra-Trail™ by UTMB®, Switzerland (17-21 July 2024)
- Speedgoat™ Mountain Races by UTMB®, USA (19-20 July 2024)
- KAT100™ by UTMB®, Austria (1-3 August 2024)
- Quito Trail by UTMB®, Ecuador (2-4 August 2024)
- HOKA UTMB® Mont-Blanc, France, Italy, Switzerland (26 August-1 September 2024), UTMB World Series Finals
- Wildstrubel by UTMB®, Switzerland (12-15 September 2024)
- Paraty Brazil by UTMB®, Brazil (19-22 September 2024)
- Grindstone Trail Running Festival™ by UTMB®, USA (20-22 September 2024)
- Julian Alps Trail Run by UTMB®, Slovenia (20-22 September 2024)
- Ultra Trail Whistler™ by UTMB®, Canada (28-29 September 2024)
- Nice Côte d'Azur by UTMB®, France (3-6 October 2024)
- Kodiac Ultra Marathons™ by UTMB®, USA (11-12 October 2024)
- Transjeju by UTMB®, South Korea (12-13 October 2024)
- Ultra-Trail Ninghai by UTMB®, China (17-20 October 2024)
- Kullamannen™ by UTMB®, Sweden (1-2 November 2024)
- Mallorca by UTMB®, Spain (1-3 November 2024)
- Puerto Vallarta México by UTMB®, Mexico (7-9 November 2024)
- Translantau by UTMB®, Hong Kong (8-10 November 2024)
- Malaysia Ultra-Trail™ by UTMB®, Malaysia (15-17 November 2024)
- Ultra-Trail Kosciuszko™ by UTMB®, Australia (28-30 November 2024)
- HOKA Chiang Mai Thailand by UTMB®, UTMB World Series Asia-Pacific Major, Thailand (5-8 December 2024)
- Arc of Attrition by UTMB®, United Kingdom (24-26 January 2025)
- Valhøll Fin del Mundo by UTMB®, Argentina (18-22 March 2025)
- Quindío Trail Colombia by UTMB®, Colombia (2-4 May 2025)
- Kaga Spa Trail Endurance 100 by UTMB®, Japan (19-22 June 2025)
- Monte Rosa Walser Waeg by UTMB®, Italy (18-20 July 2025)
- Chihuahua by UTMB®, Mexico (2-4 October 2025)

Runners can view the full calendar of events and choose their adventures [here](#).

Note to editors

About 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 HOKA UTMB® Mont-Blanc, where the prestigious UTMB® World Series Finals will be held. Launched in May 2021 through the collaboration between the UTMB Group and The IRONMAN Group, the UTMB World Series circuit brings together many of the best international trail-running events on the planet. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA 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 HOKA 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, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

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