



Press release - Chamonix (France), Thursday 29 August 2024

## Undiscovered destination awaits brand new UTMB World Series event in Türkiye

A hidden gem awaits trail runners in 2025 as the UTMB® World Series heads to the transcontinental country of Türkiye for a brand-new event: Kaçkar by UTMB® on 26-28 September 2025.

The host town of Ayder, Rize, sets the scene from its picturesque plateau nestled in the Kaçkar mountains. Runners will traverse shepherd's trails, taking in small villages and their traditional rustic wooden houses, mountain lakes and valleys plus lush wildflowers.



© UTMB - high-res photo

Race Director, Cem Adabük said, "It is a privilege to have such a beautiful landscape as a backdrop for a race, the feeling of untamed mountain scenery is impressive and the warm welcome from the locals is second to none!"

Race distances of 100K, 50K and 20K are on offer, ensuring there is a race distance and experience for everyone. With its traditional Turkish culture, local hospitality, and attractions such as the natural hot springs, the region also doubles up as the perfect holiday destination before or after the event.

With a fast growing trail running community in the area, Kaçkar by UTMB opens up the circuit to runners from Eastern Europe and Western Asia and from further afield, as the only event geographically positioned between China and Croatia on the UTMB World Series map. One of the first events after the UTMB World Series Finals, it offers a great opportunity for runners looking to kick off the new season in style and secure Running Stones as entry into the lottery to participate in the 2026 UTMB World Series Finals.



© UTMB - high-res photo



© UTMB - high-res photo



© UTMB - high-res photo

### UTMB® World Series 2024-2025 calendar (as of August 29, 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)
- Valhäll 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)
- Mauritius 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)
- Kodiak Ultra Marathons™ by UTMB®, USA (11-12 October 2024)
- Transleju 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)
- Valhäll 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)
- Kaçkar by UTMB®, Türkiye (26-28 September 2025)
- Chihuahua by UTMB®, Mexico (2-4 October 2025)

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

### Images

#### 2024 UTMB World Series images:

Download on the following link.

User: [presse@utmb.world](mailto:presse@utmb.world)

Password: PressWorld2024!

#### Previous editions and archives:

UTMB World Series images can be downloaded [here](#).

Name: utmbPress

Password: PressWorld2024

### 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 experience 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>.

### UTMB Group media enquiries

[presse@utmb.world](mailto:presse@utmb.world)

#### French enquiries:

Mélanie Godefroy - UTMB World Series PR and Media Manager

T: +33 7 89 260 148

#### International enquiries:

Sabina Mollart Rogerson - International press Officer

T: +44 7922 140148