

Press release - Chamonix (France), Sunday 1 September 2024

## HOKA UTMB Mont-Blanc 2024: a spectacular trail running celebration of sporting success and diversity

- The Adaptive Team makes its debut: A groundbreaking initiative for the inclusion of athletes with disabilities or those who have overcome illness in the world of trail running.
- American Katie Schide and Frenchman Vincent Bouillard crowned champions of the UTMB.
- Podiums representing all five continents.
- The female winners of the OCC (Miao Yao), CCC (Toni McCann), and UTMB (Katie Schide) 2024 were last year's top three in the OCC women's category (Toni 1<sup>st</sup>, Katie 2<sup>nd</sup> and Miao 3<sup>rd</sup>).



A few seconds before the start of the UTMB  
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### The 21<sup>st</sup> edition of the HOKA UTMB® Mont-Blanc has come to a close. Let's take a look back at this extraordinary week, which once again delivered a spectacular and unforgettable show for fans and athletes alike.

The HOKA UTMB Mont-Blanc 2024 brought together trail running enthusiasts and lovers of great sporting moments for a week that captured worldwide attention. The event, which included the prestigious UTMB® World Series Finals (UTMB®, CCC®, OCC), was once again marked by athletic feats and deep emotions on the alpine trails, culminating under the iconic finish line arch in Chamonix.

### A Unifying Edition Focused on Inclusion

The event was particularly highlighted by several key moments that delighted spectators, allowing them to discover or rediscover the true spirit of trail running.

**Diversity with the Adaptive Team** - The creation of this exceptional team - composed of 12 athletes participating in the MCC, OCC, and UTMB - opened a new chapter in the history of HOKA UTMB Mont-Blanc, and trail running more broadly. This initiative, born from collaboration with Boris Ghirardi, an amputee athlete and passionate trail runner, inspired the public by showing that every obstacle can lead to great achievements. It is an example of adaptability and resilience that paves the way for overcoming obstacles.

Reflecting on a week full of emotions and sporting moments, Boris Ghirardi shared: *"This team was incredible! It goes beyond simply representing athletes with different disabilities; it will leave a mark on the event's history and that of trail running. I hope it inspires many, including those who have faced life's challenges, to see that there is always hope and that one can still participate in sports and run. I hope this opens the door to greater diversity in trail running races. A big thank you to HOKA UTMB Mont-Blanc for not just inviting us to the party but inviting us to dance!"*



Youu Sojitra during the MCC  
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### A New Face at the UTMB

**Vincent Bouillard** - A true revelation of this 21<sup>st</sup> edition, the engineer by profession delivered an emotional conclusion to the week's main event with a victory he could never have imagined in his wildest dreams. At 31 years old, he demonstrated that nothing is impossible when you put in the effort.

### The entire region united around a shared passion and values

Driven by the same love for the mountains, sport, and the desire to continue showcasing their region, everyone involved (residents, officials, volunteers, and associations from the 18 communes of the Pays du Mont-Blanc) came together to make the HOKA UTMB Mont-Blanc a unique week. Beyond being a sporting event, the iconic "neighbourhood race" is an unforgettable human adventure that delights enthusiasts worldwide, whether they are runners, supporters, or fans.

### A look back at a memorable week of sport, marked by various race formats and highlights

**Monday:** A day that kicked off the festivities and launched the HOKA UTMB Mont-Blanc 2024. Three races began (PTL, MCC, TDS), and the first athletes were crowned.

- The **PTL**® (305 km / 24,765 m D+), the Petite Trotte à Léon, is a team adventure that demands mental commitment, team spirit, and mountain values. On Friday, the first finishers, **Candide Gabioud** and **Jules-Henri Gabioud** (AlpsXperience team), completed this grand tour of Mont-Blanc.
- The **MCC** (40 km / 2,366 m D+), a festive race primarily for locals, volunteers, and partners saw 1,000 runners take on the course between Martigny-Combe in Switzerland and Chamonix in France. After a closely contested race, two 100% French victories were secured by **Kevin Vermeulen** and **Iris Pessey**.
- The **TDS**® (148 km / 9,306 m D+), a wild and demanding race starting from Courmayeur on Monday night with 1,600 runners at the starting line, saw French athletes **Marie Dahm** and **Thibault Marquet** triumph on Tuesday.

**Tuesday and Wednesday:** Focus on youth and short formats.

- The **ETC** (15 km / 1,267 m D+), a short but intense race hosted on Tuesday in Courmayeur, saw more than 1,500 runners pursuing their goals, showcasing their talents, and fulfilling their ambitions. The 2024 edition was won by Germany's **Lukas Ehrle** and France's **Anaëlle Bondoux**.
- The **YCC** and the various **Mini UTMB** events highlighted the achievements of young runners discovering the spirit of trail running under the sunshine of Martigny-Combe, Trient, Les Contamines-Montjoie, Vallorcine, Courmayeur, and Chamonix. Enthusiasm, camaraderie and good spirits were in abundance.

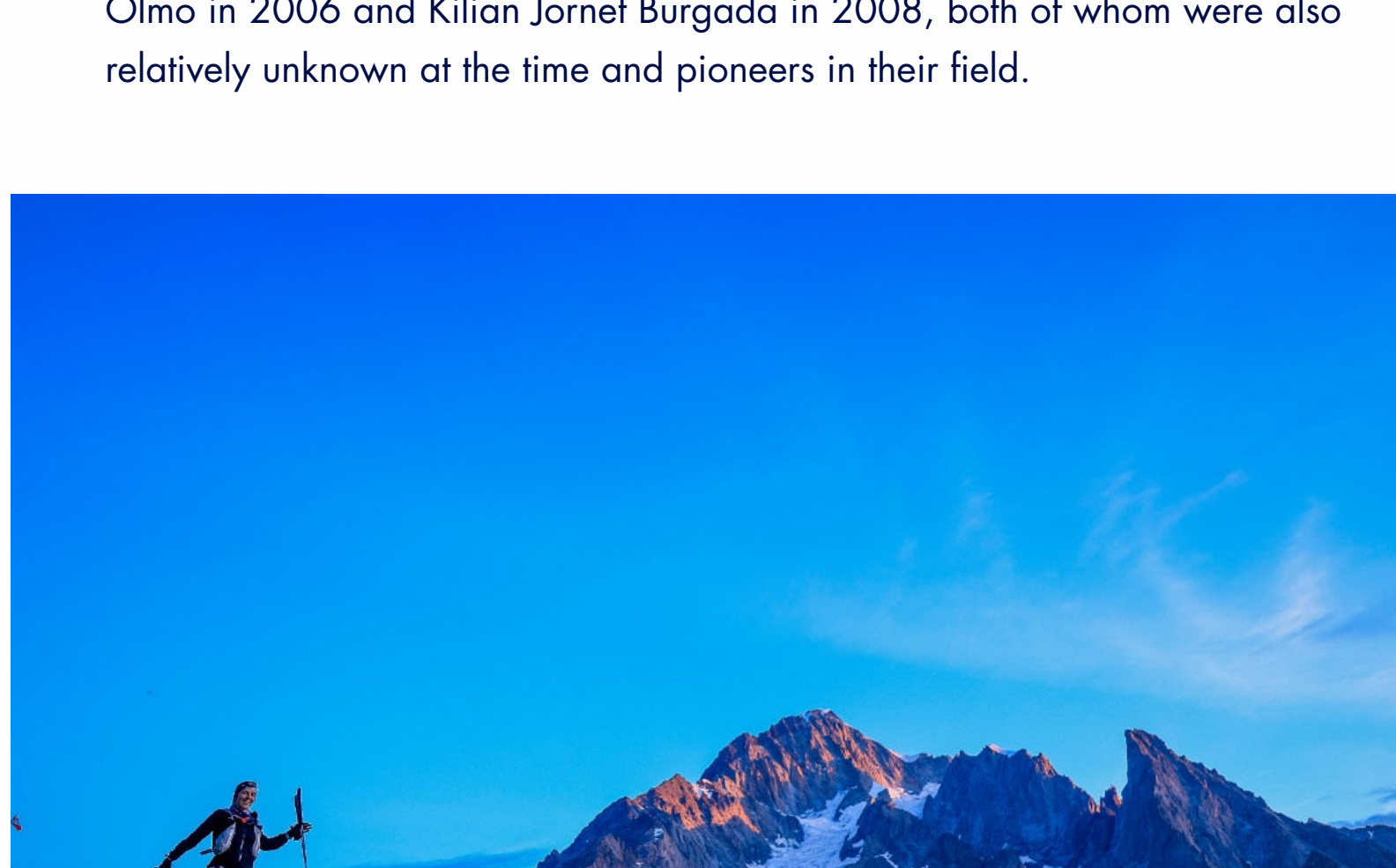
**Thursday:** The kick-off of the UTMB World Series Finals, plus more finishers.

- The **OCC** (57 km / 3,498 m D+) set off from Orsières on Thursday morning on an authentic course linking the Valais villages and crossing exceptional landscapes. A fierce race won by China's **Miao Yao** and American **Eli Henning**, who dug deep in a hard-fought battle with the chasers.

**Friday and Saturday:** The highlight and grand finale after a week of racing and emotions that captivated young and old alike.

- The **CCC** (101 km / 6,062 m D+), one of the most anticipated races starting from Courmayeur at the end of the week, remained uncertain until the final kilometres. American **Hayden Hawks** secured the victory without using poles - a notable achievement given the length and difficulty of the course. On the women's side, South African **Toni McCann** crossed the finish line first, a remarkable example of race strategy and management.

- The **UTMB** (176.4 km / 9,915 m D+), the very essence of ultra-running. Full of twists and turns, the main event surprised as much as it confirmed talents, including those of American **Katie Schide** and Frenchman **Vincent Bouillard**. The victory of this HOKA engineer, defying all predictions, brought back fond memories for fans, reminiscent of the unexpected early successes of Marco Olmo in 2006 and Kilian Jornet Burgada in 2008, both of whom were also relatively unknown at the time and pioneers in their field.



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## Key Figures from August 26 to September 1, 2024

### Global

- 21<sup>st</sup> Anniversary Edition
- **10,000** runners
- **118** nationalities
- **2,500** volunteers

### Press/Content Creators

- **458** journalists and **62** accredited content creators from **33** countries representing the Americas (North and South), Europe, Africa, Oceania, and Asia
- Nearly **1,000** articles and reports (TV, radio, print, online, podcasts) published in just one week

### Partners

- **169** representatives from partner brands, non-partners, and accredited athlete agents and media representatives

### Live Tracking System

- **Over 2 million people** were able to follow their favourite runners participating in the 8 races of the HOKA UTMB Mont-Blanc thanks to the **LiveTracking** system provided by LiveTrail, available at [live.utmb.world](https://live.utmb.world)
- They were also able to see the runners in action on the course, through the 33 **LiveCam** points, which were viewed more than **500,000 times**
- **UTMB Live set** another record, with a 20% increase in views of the live commentary in six different languages.
- New features for 2024 included the integration of the **new 3D interface** broadcasting the GPS positions of elite runners live, plus the use of Starlink (satellite internet provider) for **unmatched course coverage, enhanced night tracking** and an **equal split of coverage** over the women's and men's races.

### Fan/Community Engagement

- Increased interaction and engagement from fans on the official HOKA UTMB Mont-Blanc platforms.
- **50,000 direct interactions** between fans and speakers through the LiveChat available on [live.utmb.world](https://live.utmb.world)
- **Three times more engagement** (likes and comments) across all the events' official social media channels (**1 million fans**), including [this video of Julien Vayssière](#), a member of Team Adaptive, finishing the MCC on his blade, which has over 4 million views (TikTok, Instagram, Facebook).

### Best of - CCC

### Best of - OCC

### Best of - PTL

### Best of - TDS

### Best of - YCC

### Best of - ETC

### Best of - MCC

### Images

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

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### 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. Raced 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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