



Celebrating Tradition and New Horizons: Chihuahua by UTMB® – A New Chapter in Trail Running in Mexico

Puerto Vallarta, Jalisco, November 10, 2024 – Puerto Vallarta by UTMB® 2024 showcased not only the athleticism of trail runners from around the world but also celebrated Mexico's rich cultural heritage with the participation of the renowned Rarámuri runners. Known for their endurance and deep connection to the land, the Rarámuri athletes, hailing from the Sierra Tarahumara in Chihuahua, brought a spirit of perseverance to the event, inspiring both runners and spectators alike.

In a special meet-and-greet organized at the Ultra-Trail Village, Rarámuri runners interacted with attendees, sharing their knowledge of their unique culture and running traditions. This moment highlighted the cultural diversity that the UTMB® World Series brings to the world of trail running, uniting communities and honoring the deep roots of the sport.

Chihuahua by UTMB® – A New Chapter in Trail Running in Mexico

During the event, Alejandro Ochoa, race director of Puerto Vallarta by UTMB®, together with Edibray Gómez Gallegos, Secretary of Tourism of Chihuahua, presented the new UTMB® World Series race: Chihuahua by UTMB® 2025. Scheduled to take place from October 2-4, 2025, this event will lead runners through the impressive landscapes of Chihuahua, allowing them to experience the untamed beauty of the Copper Canyon, home of the Rarámuri.

Chihuahua by UTMB® will offer several race categories suited to different skill levels, with distances ranging from 20 kilometers to 100 miles. With these options, the event aims to attract both elite runners and those new to trail running, fostering the growth of the trail community in the region.

The announcement of Chihuahua by UTMB® was made with a commitment to honor and support the legacy of the Rarámuri runners. As event organizers noted, “One of the initiatives of Chihuahua by UTMB® is to encourage young runners,” providing them a platform to excel in trail running and strengthening Mexican representation on the international scene.

Supporting Rarámuri Athletes on the Road to 2025

To celebrate and prepare Rarámuri runners for the upcoming race in their homeland, Puerto Vallarta by UTMB® and HOKA provided each participant with a gift kit, including a pair of HOKA running shoes for the

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competition. This support aims to help Rarámuri athletes train and gain experience in an international setting, strengthening their participation in the first edition of Chihuahua by UTMB®.

In preparation for Chihuahua by UTMB®, in late August, organizers will bring a group of young Rarámuri runners to participate in HOKA UTMB Mont Blanc in Chamonix, France, with the goal of fostering the athletes' readiness for their race in October 2025 and showcasing their talent to the world.

A Celebration of Heritage and Community

The festive spirit of the closing ceremony highlighted the blend of tradition and modernity that characterizes UTMB® World Series events. After the awards ceremony, attendees gathered at the Los Arcos Auditorium, an open plaza by the sea, for a vibrant celebration. The festivities included a traditional dance from Chihuahua with hats and bandanas, symbolizing Mexico's unity and cultural richness. This joyful moment allowed everyone present to celebrate the conclusion of Puerto Vallarta by UTMB® 2024 and the launch of Chihuahua by UTMB®, two sibling events that highlight the geographic contrasts between both places yet share commonalities: cultural richness, natural wonders, and the warmth of their people.

Alejandro Ochoa expressed his gratitude for the collaboration among various organizations, volunteers, and sponsors that made this celebration possible. "The spirit of trail running goes beyond competition. It's about community, resilience, and honoring the roots that sustain us," he said. "We look forward to bringing this spirit to Chihuahua, with the same dedication and commitment."

Looking Ahead to Chihuahua by UTMB® 2025

Chihuahua by UTMB® will offer runners a unique experience, inviting them to test their endurance in the dramatic landscapes of Copper Canyon. The race promises to build on the success of Puerto Vallarta by UTMB® and continue expanding Mexico's presence in the international trail running community.

Registration will open on November 25, 2024, for all those ready to experience the excitement and cultural immersion awaiting at Chihuahua by UTMB®.

Images [HERE](#).

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

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Upcoming events on the UTMB World Series international circuit:

- 8 - 10 November: Translantau by UTMB® - Hong Kong.
- November 15 - 17: Malaysia Ultra-Trail™ by UTMB® - Malaysia.
- 28 - 30 November: Kosciuszko by UTMB® - Australia.
- 5 - 8 December: Chiang Mai Thailand by UTMB® - Thailand.

Check the full calendar of events [HERE](#).

About UTMB

UTMB® World Series

UTMB® World Series is the world's trail running circuit par excellence, bringing together the sport's biggest stars and passionate runners through the best international events in the most impressive locations. Based on the passion for the mountains and sustainability, UTMB® World Series offers all trail runners the opportunity to live the UTMB® adventure around the world, with events in Asia, Oceania, Europe, Africa and America. It is the only place where runners can begin their quest toward the HOKA UTMB® Mont-Blanc, home of the prestigious UTMB® World Series Finals. Created in May 2021 thanks to the collaboration between UTMB Group and The IRONMAN Group, the UTMB World Series circuit brings together many of the best international trail running events on the planet.

More information: utmb.world/es.

UTMB Group

Since the creation of the 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 ultimate sporting event, and every year, 10,000 runners earn their place at the starting line. UTMB Group has also pioneered LiveTrail® technology, an innovative digital service that makes endurance racing management easier. Revered by hundreds of thousands of athletes, UTMB® has become a leading, premium, global brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, bringing together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, the HOKA UTMB® Mont-Blanc. The UTMB® World Series circuit is based on the founding principles of the HOKA UTMB® Mont-Blanc: self-improvement, fair play, respect for people and the environment, and solidarity.

More information: utmb.world/es.

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