

Press release - Chamonix (France), Tuesday 13 May 2025

## UTMB World Series strengthens partnership with Sidas, specialist in foot care solutions for athletes

- Already a partner of the UTMB® World Series events in France, Sidas has become a partner of the circuit for 3 years.
- The partnership will cover European events in 2025, including the UTMB World Series Finals at the HOKA UTMB® Mont-Blanc, and will extend to the entire global UTMB World Series circuit in 2026 and 2027.



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UTMB World Series and Sidas are pleased to announce the expansion of their partnership with the aim of **providing foot care solutions to UTMB World Series runners** during both race preparation and management.

Founded in France in 1975, Sidas has built its expertise around foot comfort solutions for sports, beginning with skiing. Notably, they invented the first custom ski insoles, revolutionizing comfort and performance for skiers. Driven by **strong values of passion, performance, and commitment**, the brand is now a leader in the field, present in over 45 countries and meeting the needs of runners around the world.

A long-standing partner of the HOKA UTMB Mont-Blanc for over five years and of French UTMB World Series events, Sidas has forged a strong bond with the trail running community, **supporting every runner – from beginners to top elite athletes** – and already **almost 10% of UTMB World Series participants**, the brand is committed to working alongside them to optimise their preparation and reduce the risk of pain and injury. This partnership marks an **opportunity for runners to better prepare their feet before the race and reduce the risk of injury and pain during it**.

Our shared mission is to educate the community on foot care issues in trail running and to provide expertise on available solutions tailored to the specific needs of trail runners. Sidas will share essential information with runners to help them prepare for their races, notably through a **foot care protocol** approved by the UTMB medical commission. They will also be **present at certain UTMB World Series events** to offer **advice or conduct a static foot analysis** thanks to its digital pressure platform, **Feetbox® EVO**.

In 2025, the company will support runners at **23 European UTMB World Series events**, including the HOKA UTMB Mont-Blanc, which hosts the UTMB World Series Finals.

**Céline Prévost, UTMB Group Commercial Director**, said: *“We have built a strong partnership with Sidas over many years at the HOKA UTMB Mont-Blanc, working together to provide the best foot care solutions for runners. We are delighted to see this long-standing collaboration grow within the UTMB World Series and become part of its long-term vision. This reflects our shared commitment to offering the best possible preparation, helping participants make the most of their UTMB World Series experience – before, during, and after their race – and achieve their goals as they cross the finish line.”*

**François Duvillard, CEO of Sidas**, said: *“Since 2020, the SIDAS brand has pursued a clear mission: to raise awareness and educate runners on the importance of foot preparation in ultra-trail. Thanks to the unwavering commitment of the UTMB® Group teams and SIDAS’ internal efforts to provide foot care solutions allowing runners to fully enjoy their race, SIDAS is now ready to take a new step forward. By becoming the official foot care provider of the UTMB® World Series, runners will have access to personalized advice before, during, and after their race through our awareness campaign “No finish line without footcare.” They will also benefit from our comfort solutions and the expertise of our SIDAS teams worldwide.”*

## Sidas supported UTMB World Series Events, 2025

Sponsored events 2025	Country	Date(s)
Chianti Ultra-Trail by UTMB®	Italy	21-23 March
Grand Raid Ventoux by UTMB®	France	25-27 April
Ultra-Trail Snowdonia by UTMB®	United Kingdom	16-18 May
Trail Alsace Grand Est by UTMB®	France	15-18 May
Mountain Ultra Trail™ by UTMB®	South Africa	22-25 May
mozart 100™ by UTMB®	Austria	7 June
Trail du Saint-Jacques by UTMB®	France	13-16 June
Trail 100 Andorra™ by UTMB®	Andorra	13-15 June
La Sportiva™ Lavaredo Ultra Trail by UTMB®	Italy	25-29 June
HOKA Val d'Aran by UTMB® - MAJOR Europe	Spain	2-6 July
Restonica by UTMB®	France	3-5 July
Trail Verbier St-Bernard by UTMB®	Switzerland	11-13 July
Eiger Ultra-Trail™ by UTMB®	Switzerland	16-20 July
Monte Rosa Walser Waeg by UTMB®	Italy	18-20 July
Kat100™ by UTMB®	Austria	7-9 August
HOKA UTMB® Mont-Blanc - FINALS	France	25-31 August
Wildstrubel by UTMB®	Switzerland	18-21 September
Julian Alps Trail Run by UTMB®	Slovenia	19-21 September
Kačkar by UTMB®	Türkiye	26-28 September
Nice Cote d'Azur by UTMB®	France	25-28 September
Mallorca by UTMB®	Spain	31 October-2 November
Kullamannen by UTMB®	Sweden	31 October-1 November
Puglia by UTMB®	Italy	7-9 November

## Note to editors

### About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. 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>.

### About Sidas

Since its creation in 1975 by three ski instructors seeking solutions for comfort in their footwear, SIDAS has specialized in foot-related solutions—including insoles, socks, foot care and protection, and shoe accessories—for all sports and everyday use. Now present in over 45 countries, including 12 subsidiaries, SIDAS aims to share its expertise in foot care, guided by three core values: user satisfaction, product performance, and responsible actions, to ensure that all athletes and active individuals can fully enjoy their activities. For more information, visit <https://www.sidas.com/>.

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