

UTMB Mont-Blanc: how to follow the 19th edition of the event live

Kilian Jornet, Jim Walmsley, Pau Capell, Manon Bohard, Katie Schide, Sara Alonso... For the 19th edition of the UTMB[®] Mont-Blanc, the best trail runners in the world will meet in Chamonix to take part in one of the eight races. And this year the various opportunities to follow live promise to be even more immersive, with a new live platform, media partnerships and active social networks. Every trail enthusiast is invited to experience the World Trail Summit live from August 22 to 28 on live.utmb.world.

Follow all 8 races on the new platform, live.utmb.world

The new platform, <u>live.utmb.world</u>, will bring together all the different live tools, acting as the main hub of the UTMB Mont-Blanc. From Monday August 22 to Wednesday August 24, you will find the results and detailed statistics of the races that take place at the beginning of the week (PTL[®], MCC, TDS[®], ETC, YCC). And from Thursday 25 to Sunday 28 August, the 3 key races of the week (OCC, CCC[®], UTMB[®]) will be broadcast live.

Introduction of the race favorites, starts, follow-up with the race leaders, key info about the race, unique insights and, of course, the winners finishing, will keep the live action coming, with commentary by experts in 6 languages: English, French, Spanish, Chinese, Japanese and new this year, Thai.

<u>Live.utmb.world</u> is available on computer, smartphone and tablet.

Insights and key race updates on the official social networks of the UTMB Mont-Blanc

The official social networks of the event will ensure followers don't miss a thing, with all the key information on the races (favorites, times, weather, etc.), videos of the best moments, live starts and finishes, highlights on key parts of the courses and a behind the scenes look.

Official accounts, video platforms and communities to follow:

- Facebook @UTMBMontBlanc
- Instagram <u>@utmbmontblanc</u>
- Twitter <u>@UTMBMontBlanc</u>
- Club Strava <u>www.strava.com/clubs/utmb</u>
- TikTok <u>@utmb_montblanc</u>

#Official Hashtags to follow:

- Event: #UTMB #MeetYourExtraordinary
- UTMB World Series: #UTMBWorld #UTMBWorldSeries #BePartOfIt
- Races: #UTMB #CCC #TDS #PTL #OCC #YCC #MCC #ETC
- Live UTMB: #UTMBLIVE

And as soon as the event has finished, you will find the best moments of the UTMB Mont-Blanc on the event's social networks and on those of the events partners.

The UTMB Mont-Blanc on La Chaine L'Équipe and L'Équipe live

The L'Équipe group's channel and platform will be the first to broadcast the UTMB Mont-Blanc on August 26 and 27, which is set to be the highlight of the trail running season. The UTMB Mont-Blanc will be broadcast on the L'Équipe channel and L'Équipe Live from Thursday 25 August. Fans will be able to find:

On L'Équipe Live from Thursday August 25 to Sunday August 28:

• On L'Équipe Live from Thursday August 25 to Sunday August 28:

On La Chaine L'Équipe from August 26:

- The follow-up of the CCC on Friday August 26 from 2pm to 3pm
- The live start of the UTMB on Friday August 26 at 6pm
- UTMB live on Saturday August 27 from 8am to 12pm
- The finishers of the UTMB around 2:45pm
- A 24-minute highlight on Saturday September 3 at 8:05am

La Chaine L'Équipe: <u>live.lequipe.fr/lachainelequipe/</u> Facebook: @lachainelequipe Twitter - @lachainelequipe

L'Equipe Live: <u>live.lequipe.fr/</u> Facebook: @lequipe.fr Twitter - @lequipe.fr

Radio France

The Radio France Group has been working throughout the summer to tell the story of those who make the UTMB Mont-Blanc, with a spotlight on various key players involved in the event. Podiatrist, station managers, amateur or elite runners, coach, solidarity association - they have all been telling their stories on France Bleu throughout July and August.

France Bleu will be live from Chamonix on Saturday August 27 following the first UTMB finishers from 2pm to 4pm on:

France Bleu Pays de Savoie: <u>https://www.francebleu.fr/pays-de-savoie</u> Twitter - @bleusavoie Facebook - @francebleupaysdesavoie

Trails Endurance Mag

The number 1 trail media in France has created a series of stories and portraits on the favorites of the flagship race, the UTMB. Jim Walmsley, Kilian Jornet, Thibaut Garrivier and Manon Bohard all spoke with Trails Endurance Mag to give an insight into their preparation.

During the UTMB Mont-Blanc, Trails Endurance Magazine will have exceptional coverage of the event August 22 to 28 on its own platforms:

Trails Endurance Mag: <u>https://www.trails-endurance.com/</u> Facebook - @TrailsEnduranceMag Twitter - @ENDU_MAG Instagram - @trailsendurance

Course Epique

Course Epique is one of the 10 best sports podcasts in France and tells extraordinary stories of men and women who are passionate about trail. The show will be live from the UTMB Mont-Blanc on Tuesday, Wednesday, Thursday from 6pm to 7pm, Friday from 11am to 12pm, Saturday from 6pm to 7pm, and Sunday from 9am to 10am. Many outstanding and expert guests are already confirmed.

Watch live broadcasts at: Course Epique: <u>https://linktr.ee/epiccourse</u> Instagram: @courseepique.podcast Facebook: @courseepique Twitter: @EpicCourse

Exceptional media coverage

Beyond the extensive live coverage put in place by the UTMB Mont-Blanc and its partners, more than 350 journalists have accredited for the event. Major French and international media from the Trail Running community, but also major sports and generalist media, will attend and cover the World Summit of Trail Running during the last week of August in Chamonix. Major international media have confirmed their

presence such as The Guardian (UK), The Times & The Sunday Times (UK), AFP (FRA), Corriere della sera (ITA) and El Mundo (ESP).

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