

**For distribution on 18th October**

**UTMB WORLD SERIES ANNOUNCE NEW PARTNERSHIP WITH NIRVANA, TO PROVIDE TRAVEL & ACCOMMODATION SOLUTIONS FOR RUNNERS**

Partnership will cover **23** races in Europe, North America & Oceania, including the UTMB World Series Finals at DACIA UTMB Mont-Blanc

- *Runners will benefit from competitive rates at first choice hotels and being able to use one booking agent for accommodation, travel and logistical needs*

UTMB® World Series and Nirvana Europe Limited have announced a new partnership across North America, Europe, and Oceania to provide runners with accommodation, travel and logistical solutions that will help make their race experience as smooth as possible.

The company will support runners across 24 UTMB World Series events in 2024, including the Dacia UTMB® Mont-Blanc, home of the UTMB World Series Finals and the biggest trail running event of the year that welcomes 10,000 runners annually.

When booking their accommodation through Nirvana, runners can take advantage of competitive rates at specially selected hotels close to the event start or registration hub. Hotels will be managed by the Nirvana team to respond to runner needs through a range of services to minimise stress over the race weekend, such as an early breakfast on race day morning and dedicated support staff on site.

Alongside accommodation support, Nirvana can also arrange airport and train station transfers, flights, and provide general travel and logistics advice for runners travelling alone or with their family.

Frédéric Lénart, UTMB Group CEO, said: *"We know that planning logistics for a race can be nerve-racking enough, and we want to ensure our runners get to their start line in the most stress-free way as possible. Through this partnership with Nirvana, we can hopefully alleviate some of the stress that athletes may face surrounding logistics and ensure they can focus on what's most important: their training and race preparation."*

Nirvana has over 20 years' experience in supporting some of the world's biggest sporting events, helping thousands of athletes each year with their travel, accommodation, and logistics.

**Nigel Morris** – Managing Director, said: *"At Nirvana, our mission is to turn every runner's journey into a seamless adventure. We're excited to partner with UTMB World Series and help athletes from around the globe focus on their race, not the logistics. Nirvana's commitment to excellence aligns perfectly with UTMB World Series' dedication to creating unforgettable race experiences. Together, we'll make sure every step of the journey is as remarkable as crossing the finish line."*

Runners can register now to receive a notification when support packages are available on the website [here](#).

**Nirvana supported UTMB World Series Events, 2024**

Tarawera Ultramarathon by UTMB®, New Zealand (17-18 February 2024)

Istria 100 by UTMB®, Croatia (4-7 April 2024)

Desert RATS Trail Running Festival by UTMB®, USA (13-14 April 2024)

The Canyons Endurance Runs by UTMB®, USA (26-27 April 2024)

Ultra-Trail Snowdonia by UTMB®, UK (10-12 May 2024)

Ultra-Trail Australia by UTMB®, Australia (18-19 May 2024)  
Trail Alsace Grand-Est by UTMB®, France (17-20 May 2024)  
Trail du Saint-Jacques by UTMB®, France (14-16 June 2024)  
Trail 100 Andorra by UTMB®, Andorra (14-16 June 2024)  
Mozart 100 by UTMB®, Austria (1 June 2024)  
La Sportiva™ Lavaredo Ultra Trail™ by UTMB®, Italy (26-30 June 2024)  
Trail Verbier St Bernard by UTMB®, Switzerland (5-7 July 2024)  
Val d'Aran by UTMB®, Spain (3-7 July 2024)  
Eiger Ultra-Trail by UTMB®, Switzerland (17-21 July 2024)  
Speedgoat by UTMB®, USA (19-20 July 2024)  
KAT100 by UTMB®, Austria (August 2024)  
Dacia UTMB® Mont-Blanc, France, Italy, Switzerland (26 August – 1 September 2024)  
Wildstrubel by UTMB®, Switzerland (September 2024)  
Grindstone Trail Running Festival by UTMB®, USA (September 2024)  
Nice Côte d'Azur by UTMB®, France (September 2024)  
Kodiak Ultra Marathons by UTMB®, USA (October 2024)  
Kullamannen™ by UTMB®, Sweden (November 2024)  
Ultra-Trail Kosciuszko by UTMB®, Australia (December 2024)

### **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 Dacia UTMB® Mont-Blanc, France, 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/>.

### **UTMB Group**

Since the creation of Dacia 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 Dacia 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, now in its second year, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, Dacia UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of Dacia UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world/>.

## **About Nirvana**

Nirvana started business over 25 years ago delivering the travel and accommodation infrastructure around the Great North Run, the world's biggest half marathon. Today it is a strategic partner and major supporter of some of the world's biggest sporting events and their athletes, officials, and dignitaries. However, at its heart, it is still a family business passionate about sport and travel.

Over the years the company has developed a well-defined process the "Nirvana Way" of providing its customers with a portfolio of services to support their event. This level of service has been acclaimed by sports men and women at all levels from world champions to the charity fun runner.

From the outset Nirvana established itself as a partner to sporting events, working with the organisers to design and deliver fully integrated travel and accommodation infrastructure around the field of play. As the event industry has grown it has become clear that integrating the sporting event, travel and logistics reduces potential "points of stress" and significantly improves the customer experience.

For more information, visit <https://nirvanaeurope.com>

## **About The IRONMAN Group**

The IRONMAN Group operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll® Running Series, IRONKIDS®, World Triathlon Championship Series, premier running events including the Standard Chartered Singapore Marathon™ and City2Surf®, UTMB® World Series events including the Canyons Endurance Runs™ by UTMB®, Tarawera Ultramarathon by UTMB® and Ultra-Trail Australia™ by UTMB®, Epic Series™ mountain bike races including the Absa Cape Epic®, road cycling events including Haute Route®, and other multisport races. The IRONMAN Group is the largest operator of mass participation sports in the world and provides more than a million participants annually the benefits of endurance sports through the company's vast offerings. Catering to the full athlete experience, the company portfolio also includes FulGaz® virtual cycling, the most realistic indoor riding experience connected fitness application aimed at preparing athletes for real-world events. Since the inception of the iconic IRONMAN® brand and its first event in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines around the world. Beginning as a single race, The IRONMAN Group has grown to become a global sensation with hundreds of events across 55+ countries. The IRONMAN Group is owned by Advance, a private, family-owned business. For more information, visit <http://www.ironman.com/about-ironman-group>.

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