

Press Release — For immediate release

JOIN THE PACK!

NEW DISTANCE: THE TRANSHARLEVOIX - 125K and 4,000m gain

Are you ready to take on the **Ultra Trail Harricana** challenge presented by **The North Face**? Come discover the wild backcountry of Charlevoix, in Québec, in the first and only trail race to offer long distance linear trails in Eastern Canada, back this year!

A new long distance: 125 km

The organizers of UTHC are excited to invite athletes to come discover their new 125 km circuit, a breathtaking and demanding trail with a total elevation gain of 4,000 metres. Runners can also test their limits in the **Team Leblanc Martineau St-Hilaire 65K**, the **Momentum Technologies 28K**, the **10K** presented by **Sail** and the **5K**.

Save the date:
September 19, 2015

Sign up now and save!

You can register for a UTHC race online at **Harricana.info**. Register before **March 1, 2015** and get a 15% discount on registration fees. More than 350 runners have already joined the pack, with more than 40 for the 125K.

A new promotional video

Produced by our partners at *La semelle verte* and *Productions Arborescence*, our new promotional video features footage from the 2014 UTHC. Be inspired by the beautiful scenery and the energy of our runners. If you like it, share it!

<http://goo.gl/1TnZFT>



About the Ultra Trail Harricana challenge

UTHC is an annual major sporting event held in September at *Mont Grand-Fonds in La Malbaie, Charlevoix*. Dedicated to trail running and long distances, it is part of the increasingly widespread "ultra" phenomenon. UTHC includes much longer distances than conventional marathons and half-marathons, and its trails are located in the heart of nature in a forest designated a UNESCO World Biosphere Reserve.

UTHC has seen strong growth since its first race in 2012. More than **1,200 athletes** participated in at least one of the races held in 2014. Since its inception, the organization has donated more than **\$50,000** to *the Multiple Sclerosis Society of Canada*.

UTHC is part of the qualifying races circuit for athletes looking to participate in the *Ultra-Trail du Mont-Blanc®*, the most prestigious ultra-race in the world. Athletes who complete the new *TransCharlevoix 125K will be awarded 3 points*. A total of 8 points are needed to qualify for Mont-Blanc.

Interviews are available with the President and CEO of Harricana, Sébastien Côté.

Contact:

Victor Gariépy

(514) 812-4826
medias@harricana.info

