

#3, March 14, 2019



UTMF2019 Virtual STY/Last One Mile ANNOUNCEMENT

- THE NORTH FACE-STRAVA-UTMF COLLABORATION EVENT -

The ULTRA-TRAIL Mt. FUJI Race Committee (Izu City, Shizuoka, Japan, Race Committee Overall Director: Tsuyoshi Kaburaki) is pleased to announce that an official supplier contract has been concluded with Strava, Inc. (San Francisco, California, U.S.A., CEO: James Quarles).

This contract realizes a new three-way collaboration between (1) THE NORTH FACE, a brand of Goldwin, which is the special sponsor of the UTMF, (2) Strava, and (3) the UTMF.

■ Collaboration event components

1. The UTMF 2019 - Virtual STY

This is a running challenge event by Strava that recreates the STY (a race from Shizuoka to Yamanashi) that was conducted up to 2018.

- Challenge website release date: Friday, March 29th
- Challenge event period: Thursday, April 11th to Thursday, April 25th
- Eligibility: Runners who have a Strava account
- Detail: Runners enter the Strava challenge. If they run a total of 92 kilometers during the challenge period, they then receive a special digital trophy with this event's original design in their Strava profile page trophy case. Participants are free to select where and when they run. They can participate by running multiple times or just once during the challenge period. To complete the event, they can, for example, run 7 km every day during the two-week period, or instead run the whole 92 km in one day. Runners who complete the challenge will also receive a weblink for a chance to win THE NORTH FACE



goods by lottery. (Please note - only runners who live in Japan are eligible to enter this lottery.)

[Prize Details]

- Shoes: NF01901 one pair of men's or women's Ampezzo shoes
- Apparel: NP11972 one HYPERAIR GTX HOODIE (unisex)
- Sack: NM61915 TR6 one sack (unisex)
- *Prizes are subject to change depending on stock availability.

2. The UTMF 2019 Last One Mile

A Strava segment challenge has been set using the last one mile of the UTMF 2019. Completing the last one mile means completing the entire 100-mile race. This is a challenge to leave you with a special memento on your Strava record.

- Challenge website release date: Friday, March 29th
- Challenge event period: Friday, April 26th to Sunday, April 28th
- Eligibility: Runners who have a Strava account and are participants of the UTMF 2019
- Detail: Runners enter the Strava challenge. If they complete the last one mile of the UTMF course during the challenge period, they receive a special digital trophy with this event's original design in their Strava profile page trophy case. Runners who complete the challenge will also receive a weblink for a chance to win THE NORTH FACE goods by lottery. (Please note - only runners who live in Japan are eligible to enter this lottery.)

[Prize Details]

- Shoes: Flight Trinity (one pair of men's or women's shoes)
- Apparel: One HYPERAIR GTX HOODIE (unisex)
- Sack: NM61915 TR6 one sack (unisex)
- *Prizes are subject to change depending on stock availability.

■ Japanese THE NORTH FACE athletes will also participate in this challenge.

As a collaboration event with Goldwin, THE NORTH FACE athletes from both Japan and the rest of the world will participate in this race.

[Athletes participating in the event]

Tomonori Onitsuka, Kimino Miyazaki,
Hiroaki Matsunaga, Koji Morimoto,
Coree Aussem-Woltering, Dylan Bowman,



Fernanda Machiel, Hillary Allen, Mike Foote, Rob Krar, Stephanie Violet

*Participating athletes may change depending on their schedules or conditions.

After these events an official Strava club of The North Face Ultra Running Club will be launched. The Strava club is going to give lectures and lessons at The North Face Flight Tokyo Running Shop, and organize group run events.

THE NORTH FACE Ultra Running Club - Strava club website:

<https://www.strava.com/clubs/506533>

■ Comments from Goldwin, Strava Japan, and the UTMF

Mr. Nobuhiko Fukuda, Goldwin THE NORTH FACE Promotion Group Manager

We hope everyone involved with the UTMF - the top and the largest trail running event in Japan - and the Strava community - with its members all over the world - will learn about THE NORTH FACE through these two challenges, and enjoy their own running lifestyles.

Ms. Eri Mishima, Strava Japan Country Manager

Interaction with other athletes leads to the exchange of beneficial information and the improvement of motivation for many Strava athletes who are preparing for races. We are going to generate additional excitement for the UTMF 2019 through the Virtual STY and the UTMF 2019 - Last One Mile events with runners participating in the races, and members of the Strava communities around the world supporting runners who are aiming to finish in the UTMF race. We hope many runners in the UTMF 2019 will receive the Last One Mile digital trophy and share their 100-mile journey experiences with their friends.

Tatsuo Chiba, the UTMF Race Office Director

We hope that many people including this year's UTMF participants, those who are planning to participate in the race in the future, those who have yet to start trail running, and volunteers will strengthen their connections through these new Strava events.

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The UTMF official website: <https://www.ultratrailmtfuji.com/en/>

The UTMF official Facebook page: <https://www.facebook.com/ultratrailmtfujiofficial/>

The UTMF official Twitter: <https://twitter.com/search?q=%40UTMtFUJI>

The UTMF official YouTube: <https://www.youtube.com/channel/UCYTG7HNLx89OeaOsknc6mTg/featured>

*Back numbers of the past press releases: <https://www.ultratrailmtfuji.com/en/press/release/>

*Official UTMF photos for the press can be downloaded from this URL.:

<https://www.ultratrailmtfuji.com/en/press/gallery/>

Please contact the Race Headquarters to receive download ID and password.



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