***The following text is a template which athletes participating in the 4th SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge can use to promote themselves. Simply fill in the sections written in bold typeface with your name and details and send the finished text, together with a photo, to your local media sources.***

**SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge: trailrun festival with a brand new format**

From 22 to 23 July 2017 the trailrunning world will once again turn its eyes to the Zugspitz Arena Bayern-Tirol and in particular Ehrwald (A) for the fourth edition of the SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge. The event will be showcasing a new 2-day format in 2017 with the start/finish area in Ehrwald and a new combined classification where runners compete in both the marathon and half-marathon distances. As in previous years, there is something for runners of all ages and abilities – from the the half-marathon, the Beginners’ Trail to the Zugspitz Mountain Run and even the marathon. One of the athletes taking on this challenge will be **(NAME)** from **(ORT).** The highlight of the weekend is the Zugspitz Marathon leading up onto Germany’s highest mountain. Once again, the toughest marathon anywhere in Germany will start in the pretty Austrian village of Ehrwald. Runners will cross the border into Germany and climb beautiful trails past the snowy expanses of the Zugspitzplatt glacier and along a small via ferrata fixed-rope climbing route up to the summit at almost 3000 metres above sea level. There are also plenty of shorter and easier runs throughout the weekend for those new to trail running.

**(Choose from the following sentence(s) depending on your course)**

**(NAME)** will be out pounding the trails on both days of the event. On Saturday the **xx-year-old will participate in the Zugspitz Marathon with a distance of 43.5 km and 4175 vertical metres of climbing / in the Zugspitz Mountain Run with a distance of 15.8 km and 2127 vertical metres of climbing** leading from Ehrwald in Austria up onto Germany’s highest mountain. On Sunday the **20.9 km half-marathon / 10 km short distance** takes place. Both runs begin in Ehrwald, Austria. Competitors taking part in the new combined classification will see their times for the marathon and half-marathon added together. The athlete with the fastest aggregate time wins the classification and the prize money.

**(NAME)** will be taking part in the highlight of the weekend, the punishing Zugspitz Marathon with a distance of 43.5 km and 4175 vertical metres of climbing.

**(NAME)** will be taking part in theshort but brutally steep Zugspitz Mountain Run with a distance of 15.8 km and 2175 vertical metres of climbing.

The half-marathon on Sunday, will see **(NAME)** take on about 21 km of the most beautiful and challenging trails in the Zugspitze region. This year the the runners can expect a new routing with stunning highlights such as the trails past the waterfalls with views of the Wettersteinmassiv and the so called Lärchenwald.

On Sunday **(NAME)** will participate in the 10.1 km short distance event taking in some beautiful trails on a course around Ehrwald. Runners will take their way across the Koppensteig and Altmühlsteig along the Gaisbach before the return to the start and finish area in Ehrwald again.

The Zugspitz Arena Bayern-Tirol with the sports-mad village of Ehrwald in Austria offers athletes fantastic trails in stunning alpine surroundings with breathtaking views. **NAME from LOCATION (add city and/or country such as Munich)** will be among those taking on this exceptional challenge and has been preparing for the SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge for **xxx** months.

"**(Add QUOTE such as: “I have always dreamt of taking part in a race like this.” / “I have been running for quite a long time, but this will be my first competition.”/ I have taken part in quite a few competitions already, but this trailrun festival really is something special. Three days, three races – that is a real challenge.“).**

Those who wish to sign up for the SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge do not have to prove they are qualified to take part, but **NAME, who works as a (add JOB here),** has taken the time to prepare properly for this punishing event.

“I run about (**XX**) kilometres per week in training. I also do stabilisation exercises and stretching. All that takes time,” explains (**NAME**). However, the **xx-year-old** is more than happy to sacrifice this time for the **(choose from the following depending on your course)** challenge of two days of non-stop trailrunning; the Zugspitz Marathon; the Zugspitz Mountain Run; the half-marathon in the Zugspitze region; the 10  km short distance event.

In preparation for the event, (**NAME**) has taken part in other challenges such as (**add RUNNING EVENT you have taken part in such as SALOMON ZUGSPITZ BASETRAIL**) in order to get used to the atmosphere at a major competition and to test the most important equipment in race conditions. Athletes participating in the SCOTT ROCK THE TOP - Zugspitz Trailrun Challenge must wear a running backpack containing essentials as an emergency blanket and first-aid kit as well as plenty of liquids, warm and waterproof clothing and a mobile phone. “I think I will need about (**XX**) hours to reach the finish,” estimates (**NAME**), “but you can never be sure.” **NAME from LOCATION (add city and/or country such as Munich)** will be accompanied by **(husband, sister, family … add people accompanying you, if relevant**). There will also be plenty of action, activities and side events for fans in the Zugspitz Arena Bayern-Tirol.

Please do not hesitate to contact me if you need more information, photos or the event logo. I will be happy to help you.

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