***The following text is a template which athletes participating in the 1st STUBAI ULTRATRAIL 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.***

**STUBAI ULTRATRAIL – from Innsbruck to the eternal ice of the Stubai Glacier at 3,131 m**

Premiere in Innsbruck! In 2017 the first ever edition of the STUBAI ULTRATRAIL will set new standards in the sport of trailrunning. True to its motto “urban2glacier”, the event taking place between 30 June and 1 July 2017 will lead runners from Innsbruck, two-time host of the Winter Olympics, all the way up to the Stubai Glacier at 3,131 metres above sea level – 63.3 kilometres from the city lights to the eternal ice. The finish at over 3,000 m is one of the highest of any trailrun in the Alps. There is also a shorter course, the STUBAI BASICTRAIL, starting in the village of Neustift, 29.2 km from the glacier. Both runs finish at the Jochdohle, the highest mountain restaurant in Austria, where on a clear day you can see no fewer than 109 peaks over 3,000 m high.

One of the participants on the start line will be **(FIRST NAME AND LAST NAME)**, who has decided to take part in the premiere of this exceptional trailrun. For **NAME from LOCATION (please add city and/or country such as Munich)** it is the ultimate challenge **(please choose one of the following SENTENCES)**. “I have always dreamt of taking part in a race like this,” / “I am particularly looking forward to it because it is a new event with a totally new course,” / “I have taken part in quite a few events, but I am sure I will be nervous at the start. I can already feel the excitement,” explains the passionate runner.

63.3 kilometres and 4778 vertical metres of climbing await **(LAST NAME)** on the Ultra Distance leading from Innsbruck, the regional capital of the Tyrol, through the beautiful Sillschlucht gorge and up to the Starkenburger Hütte (2237 m) before descending to the village of Neustift. The route continues along the Franz Senn Trail and the Wild Water Trail through the Ruetz Katarakt as far as the bottom cable car station in Mutterberg, where the final ascent past the Dresdner Hütte up onto the Stubai Gletscher begins. The last climb of the day is just 7 km long but has an energy-sapping 1300 vertical metres of ascent. 28.8 kilometres and 2581 vertical metres of climbing await **(LAST NAME)** on the BASICTRAIL. The run begins in Neustift and leads along the Franz Senn Trail and the Wild Water Trail through the Ruetz Katarakt as far as the bottom cable car station in Mutterberg, where the final ascent past the Dresdner Hütte up onto the Stubai Gletscher begins. The last climb of the day is just 7 km long but has an energy-sapping 1300 vertical metres of ascent.

The **xx-year-old** (**add AGE**) has prepared well for this challenging event. “I run about (**XX**) kilometres per week in training and also do stabilisation exercises and stretching. All that takes time,” explains (**LAST NAME**). However, **NAME, who works as a** (**add JOB e.g. journalist)** is happy to sacrifice this time in order to be successful at the STUBAI ULTRATRAIL “urban2glacier”.

Part of this preparation work has seen **(SURNAME)** take part in the (**add name of a RUNNING EVENT you have taken part in)** 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 STUBAI ULTRATRAIL must wear a running backpack containing certain essential items such as an emergency blanket and first-aid kit as well as plenty of liquids, warm and waterproof clothing and a mobile phone. Runners must also have a headlamp as they will leave Innsbruck at 1.00am.

“I think I will need around (**XX**) hours to reach the finish, but in long races like this one you can never be sure,” comments (**NAME**).

**The xx-year-old** (**add** **AGE**) has plenty of experience in endurance sports. **HERE YOU CAN ADD DETAILS ABOUT YOUR RUNNING CAREER, SUCH AS EVENTS YOU HAVE TAKEN PART IN.**

(**NAME**) will be accompanied by (**add people accompanying you, e.g. husband/wife, children, family, etc.**). As part of the STUBAI ULTRTRAIL there will be plenty going on in Neustift, where many top trailrun brands will be presenting their latest trends and products. The atmosphere at the Jochdohle restaurant at an altitude of 3131 metres is sure to be electric as the athletes arrive. On Saturday evening from 7.00pm there will be a Finisher Party in Neustift with the prize-giving ceremony for the winners.

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

**Contact media and communication**   
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