

100% nature / 100% authentique

Press Kit

ULTIMATE RACE 26 MAY 2017

**131 KM 6150D+
64 KM 2500D+**



« LA DIAGONALE DES FADAS »

**ULTIMATE RACE
MARSEILLE 2017**



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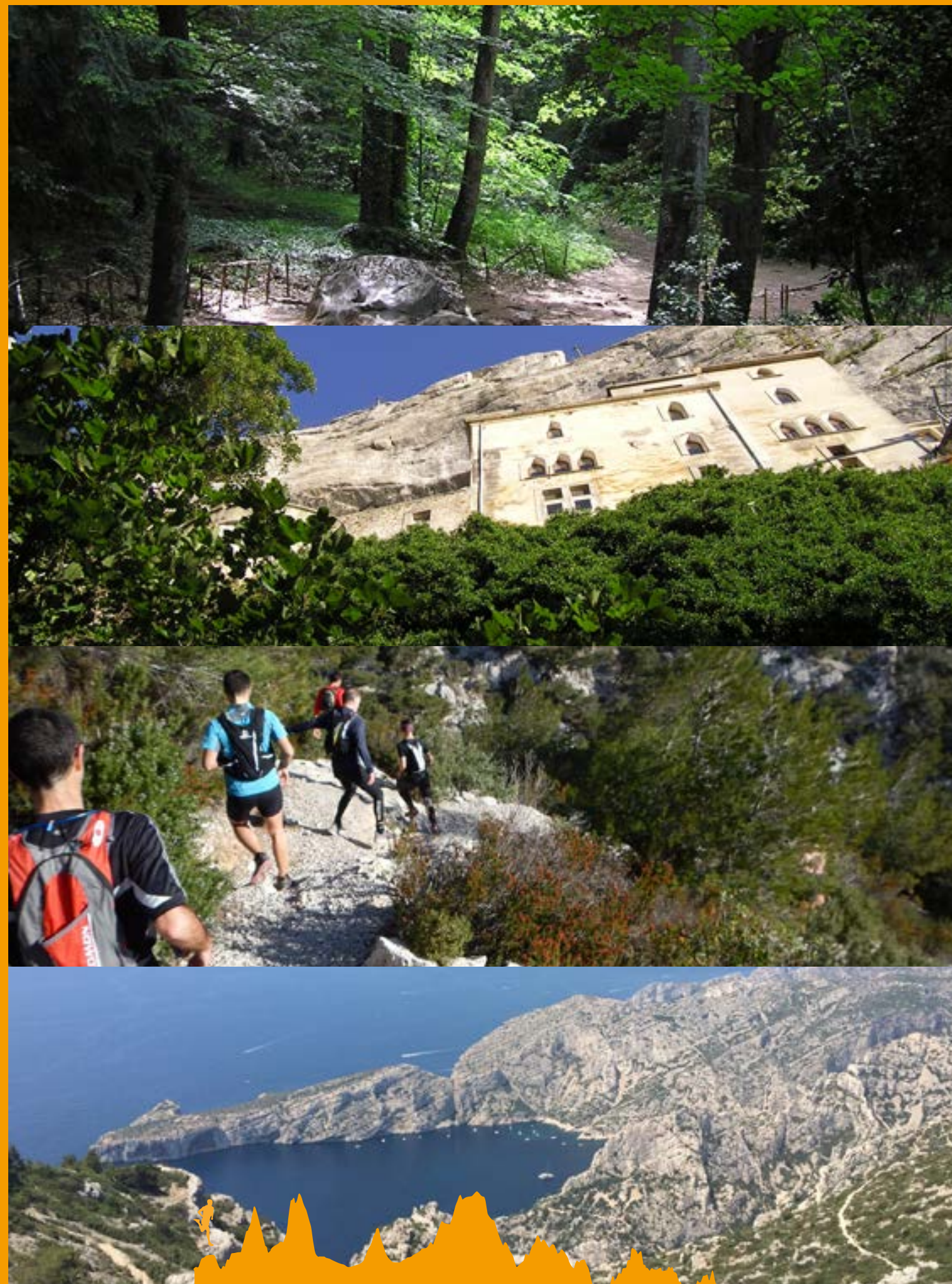
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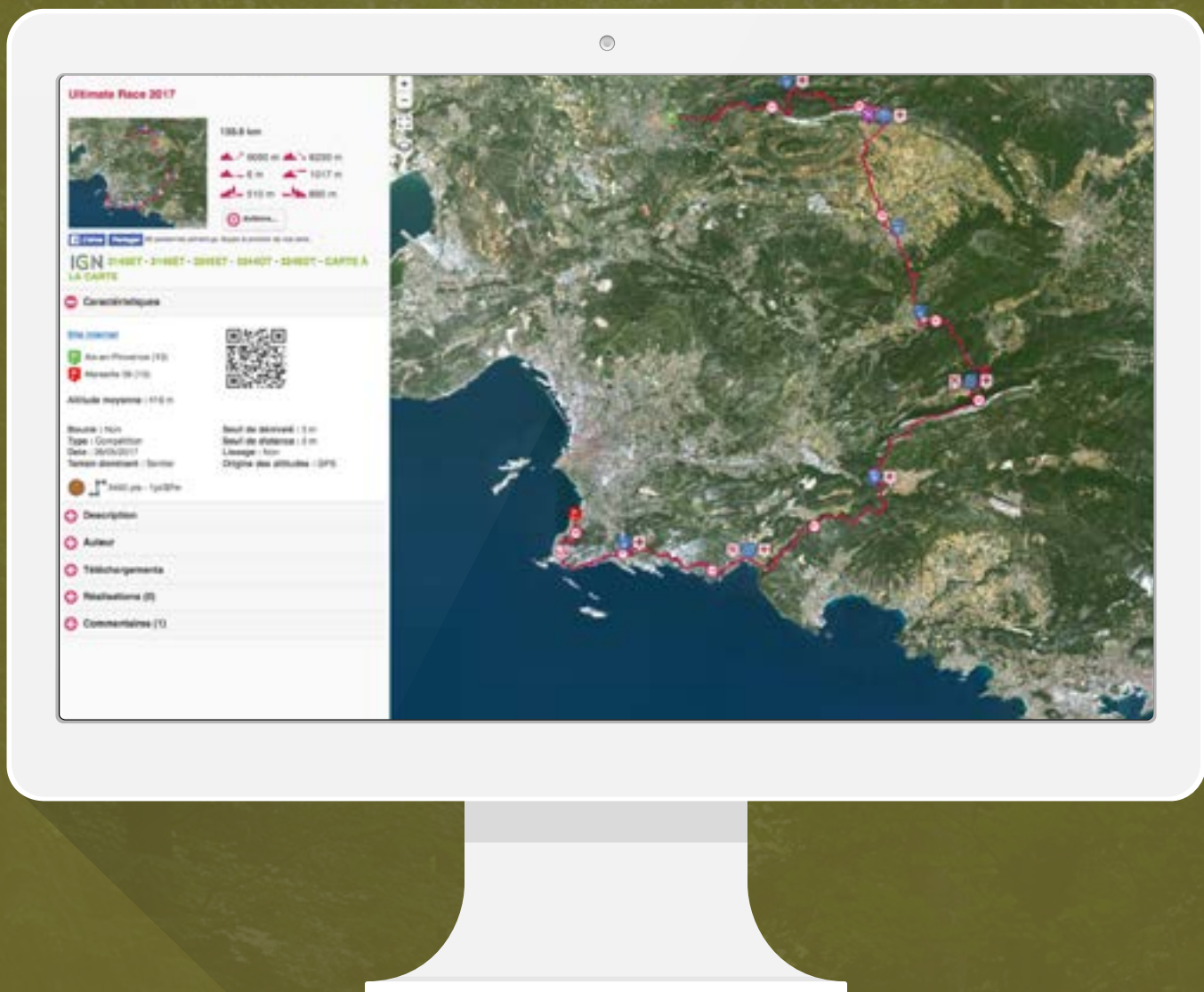
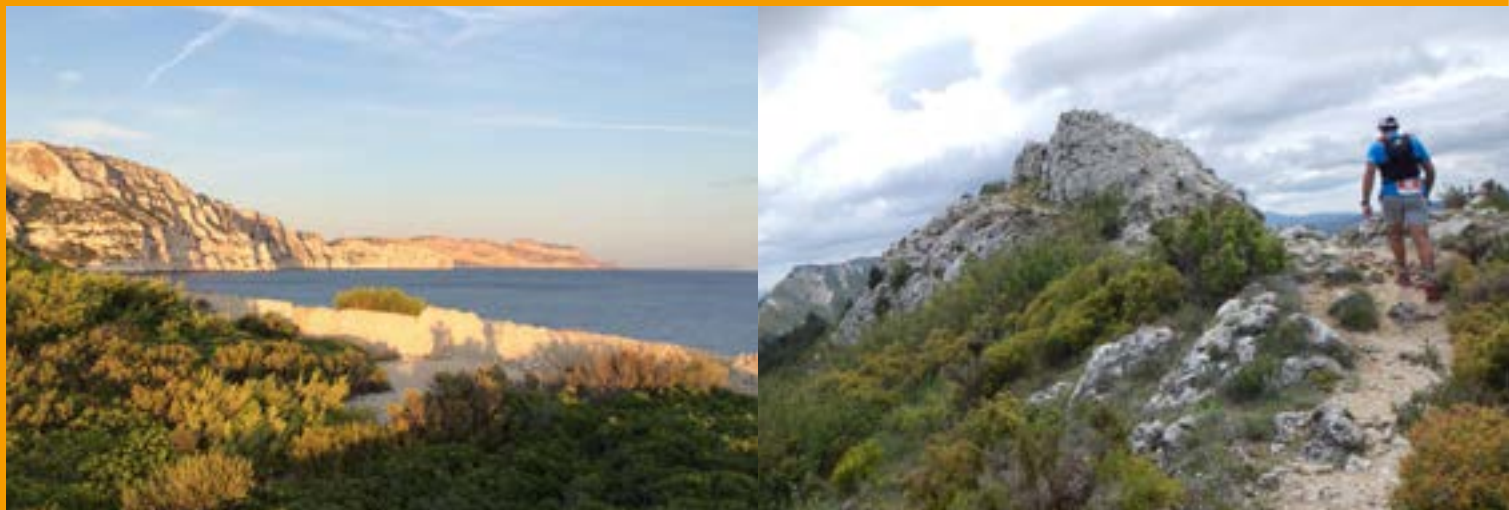
Ultimate Race 131km 6150D+ Half Ultimate Race 64km 2500D+

ULTIMATE RACE 26 MAY 2017

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ULTIMATE RACE 26 MAI 2017



L'ULTIMATE RACE®

On May 26th 2017, the best ultra-runners in the world have a date between the Mediterranean and the mountains around Marseille. For the first time ever, they will set foot on untrodden territory: 131 kilometres ran autonomously across the legendary ridges of Sainte-Victoire, Sainte-Baume and the Calanques National Park.

The starting point of this race, the first edition of the Caballo Blanco world class challenge, will be Aix-en-Provence. As for the finish line, it will be located at the Pastré Park in Marseille, European Capital of Sport 2017.



A unique first time ever trail run, already known as **«la Diagonale des Fadas»**, the Fairie's Diagonal

Running along an unprecedented route across the Sainte-Victoire, Sainte-Baume and Calanques ridges, this trail running competition offers one of the most beautiful and demanding courses in the world. Long and technical at the same time (with a 6,100 metres elevation gain), it will allow the best ultra-trailers and all amateurs to challenge themselves facing a most beautiful and demanding side of nature.

The authorisation for the consecutive crossing of all three ridges granted to the organisers is the first of its kind in the whole world. This could be a unique passage opportunity for an ultra-endurance competition.

Another race will start simultaneously from Aix-en-Provence: the Half Ultimate Race, 64 km long and with an elevation gain of approximately 2,500 metres, it will reach the Hostellerie de la Sainte-Baume after crossing the Sainte-Victoire ridge. The number of participants will be limited to 350.



ULTIMATE RACE 26 MAY 2017

> Au cœur des massifs mythiques.

The ULTIMATE RACE® runs all along the **Sainte-Victoire ridge**, where nature is as incredible as delicate. There are more than 900 different kinds of flowers, i.e. 20 % of French flora. There is also abundant protected fauna, namely the famous **Bonelli's Eagle**, the **Royal Eagle** and the **Eurasian Eagle-Owl**. The **Sainte-Victoire** Great Site is a Natura 2000 protected natural site and benefits from the Grand Site de France label. This range is one of the most iconic landscapes in Provence and, as such, it has been immortalised dozens of times by great painter masters like Picasso, Granet, Renoir, Kandinsky and of course Cézanne, who depicted more than 80 times this mountain that was eventually the cause of his demise, shortly after being caught in a thunderstorm there.



> On towards the **Sainte-Baume ridge** and its incredible natural and spiritual heritage: this range is the widest and highest in Provence and its state-owned forests have been protected for centuries. Its «Hêtraie» birch, «Chênaie» oak and wild pine groves are amazing. The religious character of this site is due to the presence of «Sanctuaire de la Sainte-Baume» Saint Mary Magdalene's Cave, a pilgrimage destination. According to tradition, Mary Magdalene and other disciples of Christ took refuge there. The saint is supposed to have died in the cave. The ULTIMATE RACE® participants will stop off half-way through the race at the Hostellerie de la Sainte-Baume, where they will be warmly welcomed by the Dominican friars who look after this holy place.

The last challenge ULTIMATE RACE® runners will have to face will be the great crossing of the **Calanques National Park**, from Cassis to Marseille on the existing GR (long distance footpath). The most unique trait of this wonderful natural site, where the mountains plunge into the Mediterranean, is how close it is to Marseille, the second biggest city in France after Paris. This coastal ridge offers majestic widely diverse landscapes: cliffs plummeting into the sea, jagged mountain crests, garigue low scrublands and pine forests, small coves that sometimes hide beaches you can only reach from the sea...

> This park is made up of a true patchwork of remarkable landscapes where many local species adapted to the dry arid climate life. Here and there, a cottage snuggled up to the calanques bears witness of the human presence and the closeness of several small villages but, all in all, the ridge remains first and foremost a wild space.





ULTIMATE RACE 26 MAI 2017



The creation of a World Class Challenge: the **Caballo Blanco Trophy** And the exceptional presence of the Tarahumaras

For the first time in the history of trail running, the best intercontinental team will receive an actual cup. This trophy, in the same spirit of the «Ryder Cup» in golf, will be awarded every two years on the occasion of the Ultra-Trail competition organised by the winning continent of the previous edition. Marseille 2017 will therefore be the birthplace of this world challenge!



The organisers have decided to name the trophy «Caballo Blanco», to honor the memory of the famous American trailer «Micah True» who passed away in March 2012. In 2003, this extraordinary «2003» athlete organised in Mexico the first edition of a 50 mile race, bringing together the Raramuri Indians and the best know trailers from the United States. Micah True a.k.a «Caballo Blanco» devoted his last years to the promotion and campaigning in favour of the culture of the Raramuri, a nomadic endangered people. The organisers have decided to pay tribute to this remarkable figure, joining the initiative of his partner and friends www.norawas.org.

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A flagship competition within the MP2017 events program

The ULTIMATE RACE® is a qualifying UTMB® race.

This sports event has been awarded a Golden Label by the MP 2017 Labelling Committee. It intends to bring together a wide range of institutional agents, running clubs and innovative startups operating in the fields of sustainable development and communication. The ULTIMATE RACE® Organising Committee is open to collaborating with all regional actors in sports.

Village Race

An exclusive Village Race will take place in Marseille's Pastré Park as of May 25th. Participants, partners and volunteers will also enjoy the Caballo Blanco Trophy award ceremony and party, the other great highlight of this event, on Saturday, May 27th.



Broadcasting «tour de France style»

A wealth of innovative means will make it possible to follow the race live, both on giant screens in the arrival area in Marseille and on the Internet. In this way, it will be possible to:

- > Follow the runners;
- > Get images and the best pictures of the race, broadcast with fixed cameras located all along the course as well as on drones.
- > A «behind the scenes» film on the event will bring the race and its developments back to life.



Bold Partners Ultimate Race



Pascal Petit, FRENDON shareholder: «the ULTIMATE RACE® is a dream course that runs along a wonderfully beautiful natural setting, one of a kind in the whole world. Our outdoor equipment brand is pleased to partner up with this out of the ordinary terribly promising sport event.»



Didier Tabary, President of FILORGA Laboratories: «We are delighted to go into a partnership with this international competition. I have known Christophe for a long time: he is a seasoned professional and a successful sportsman. This race will provide a wonderful opportunity to showcase Marseille and its region around the world.»



Cristiane Eder, President of PMS « Marseille deserves a race as ambitious as this. I fully endorse this event and PMS will lend continuous support to the ULTIMATE RACE®. »



Thomas de Williencourt, Founder of the Epicurien Fund: «the ULTIMATE RACE® is an original crossing of our region's territory and its remarkable natural spaces. The Epicurean Fund's mandate is to make the value and wide variety of the region's products known to the public. Undoubtedly, I say «Yes» to the ULTIMATE RACE®.»

Passionate founders with economic and sports support

«We are convinced Marseille deserves a trail running competition that will make the value of its unique natural heritage known to the world, and this is why we set in motion our professional skills, corporate management know-how and our passion, to create an event with an international impact»





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SAINTE VICTOIRE

SAINTE-BAUME

PARC NATIONAL DES CALANQUES

AIX-EN-PROVENCE

CASSIS

MARSEILLE

« LA DIAGONALE DES FADAS »

**ULTIMATE RACE
MARSEILLE 2017**



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