

## **RMB Ultra-trail Cape Town partners with adidas TERREX as official technical sponsor**

RMB Ultra-trail Cape Town, South Africa's premier festival of trail running, is proud to announce adidas TERREX as their official technical sponsor. RMB UTCT hosts its tenth edition in 2024 and looks forward to taking its place as the final event on the World Trail Majors race calendar, a series of iconic ultra-trail events that is gaining momentum and interest across the globe.

Stuart McConnachie, Race Director of RMB Ultra-trail Cape Town, says: "We are very excited to welcome adidas TERREX on board for the RMB UTCT. This partnership is a significant milestone for our event, solidifying its position on the global stage and ensuring an even more memorable and impactful experience for participants."

From 22-24 November 2024, over 2000 runners will take to the trails of Table Mountain National Park and traverse the Peninsula, across the EX23 (23 km), TM35 (35km), PT55 (55 km), UT100 (100km) km and UTCT (100 miles/166 km) races.

Kate Woods, Senior Brand Director at adidas South Africa, says: "We are thrilled to be partnering with RMB UTCT as the official technical sponsor of this prestigious event. UTCT's esteemed reputation mirrors the essence of adventure and exploration that defines our brand. We are excited to elevate our involvement and stand beside participants as they embark on their remarkable journeys through Cape Town's majestic trails."

Alison Badenhorst, Chief Marketing Officer at RMB, says: "RMB has a long-standing history of recognising, celebrating and developing talent and our partnership with UTCT provides athletes the opportunity to reach their full potential. We look forward to having adidas TERREX on board as we continue to grow the sport of trail running and the community around it."

RMB UTCT has grown into an international bucket list ultra-trail event that attracts the very best in the world to compete. The course records for the UT100 (100 km) are held by Jim Walmsley and Courtney Dewaulter, and the UTCT (100 miler) which was introduced in 2022, is an ultimate test of endurance, traversing 166 km on a highly technical and challenging route.

In 2023 RMB UTCT joined forces with Hong Kong 100 Ultramarathon, Black Canyon Ultras, The North Face Transgrancanaria, Mt. Fuji 100, MIUT – Madeira Island Ultra-Trail, Swiss Canyon Trail, South Downs Way, Grand Raid des Pyrénées, and Quebec Mega Trail to form World Trail Majors, an association of historic races that share a philosophy of caring for the environment, their heritage and natural beauty.

Robert Muecke, Global Sports Marketing Director for adidas TERREX, adds: "Partnering with RMB UTCT as the official technical sponsor not only demonstrates the seamless synergy

between adidas TERREX and the trail running community but also reflects our oneteam approach at adidas, embracing both athletes, enthusiasts and the community alike."

Entries for the tenth edition of RMB UTCT open on Thursday 28 February at 10am. For more information and to enter visit [www.ultratrailcapetown.com](http://www.ultratrailcapetown.com)

### **About RMB Ultra-trail Cape Town**

RMB Ultra-trail Cape Town hosts a variety of trail races that traverse the beautiful mountain trails of the Cape Peninsula. Cape Town is a world-class destination featured on many trail runners' bucket lists. The Mother City is shaped by two oceans and Table Mountain National Park, a dramatic mountain chain that stretches from Table Bay in the north to Cape Point in the south. The Event offers a distance to suit every trail runner - 100 miler, 100km, 55km, 35km and 23km.