



**3RD EDITION OF THE VOLVIC VOLCANIC EXPERIENCE
MAY 30TH TO JUNE 1ST**

**KILIAN JORNET
AMBASSADOR OF THE VOLVIC BRAND &
THE VVIC'S GUEST OF HONOR**

Sports press release, 10th April 2019

The Volvic Volcanic Experience – VVIC – offers an athletic immersion into what is one of France’s most iconic landscapes: the Chaîne des Puys – Faille de Limagne, newly designated as a UNESCO World Heritage Site! The VVIC will embark all athletes, trail runners and hikers on an odyssey of the senses through the pristine natural landscapes at the heart of this unique natural site.

Beyond the simple athletic performances, this event invites you to **retrace in your footsteps** and discover those behind the event, the men and women truly in love with their region, offering you a timeless experience.

The VVIC is a vector of strong human values combining authenticity, respect, fellowship... and SHARING!

The same values that have always driven Kilian

World renowned athlete and passionate about the great outdoors, Kilian Jornet has become an absolute icon in the world of trail running within the past few years. His great and numerous sporting achievements as well as his charisma have made him one of the most renowned trail runners and a major player on the adventure and outdoor scenes. At almost 32 years old, and passionate about nature and adventure, Kilian has chosen to live in Norway where he finds the great outdoors and the peacefulness he cherishes so.

Ambassador for the Volvic brand since 2018, he thoroughly enjoyed the natural environment of the Volvic Volcanic Experience as well as the people he met during his last visit. He was particularly impressed by the Volvic catchment area (a natural landscape of 38km² and zone where the rain water penetrates the earth giving birth to the natural mineral water of Volvic) as well as the history behind it all.

It’s therefore for the pleasure of the event’s organizers, volunteers, athletes, and spectators that Kilian will be back for the 2019 edition, the chance for another immersion into the Auvergne environment!

LES RENDEZ-VOUS AVEC KILIAN

Thursday 30th May

Starting at 16:00

From 4 pm on, Kilian will join in with the other elite athletes running (Dawa Sherpa, Sangé Sherpa, Anthony Gay, Francesca Canepa, Meghan Laws, Sarah Verguet Moniz, Pedro Jose Hernandez...) for a public speaking before continuing with a 30 minutes press conference (upon special request only).

18:30

Opening ceremony for the 3rd annual edition of the VVIC

Friday 31st May

All day long

Kilian will be present all day long to cheer on all runners, whatever their age and experience, on the new 110 km format, the iconic Catchment Area Trail and the brand new Kids Trail!



THE VVX IS NOW 5 RACES TO COMPETE, EXPLORE AND EXPERIENCE...

The "XGTV®" Great Volcanic Crossing Experience

220 km for solo competitors or two person teams – 7500 m elevation gain
Limited to 20 teams of 2 and 20 solo runners

The Chaîne des Puys-Faille de Limagne Trail Experience

110 km solo competitors or two or three person teams – 3500 m elevation gain
Limited to 400 participants

The Volvic Impluvium Trail Experience

43 km – 1670 m elevation gain
Limited to 600 participants

The Volcanic Trail Experience

25 km – 900 m elevation gain
Limited to 500 participants

The Lava Trail Experience

15 km – 550 m elevation gain
Limited to 500 participants

@ photo credits / Gérard Fayet

Kilian with the VVX volunteers

Kilian with Jean-Michel Chopin and Emmanuel Faber – CEO of Danone, 2018 opening ceremony
At the top of the Puy de Dôme



PRESS CONTACTS
ADDITIONAL INFORMATION: WWW.VOLVIC-VXX.COM

Press relations Infocimes

Anne Gery

Cell: + 33 (0)6 12 03 68 95 - annegery@infocimes.com

Lauren Fulsebakke

Cell: + 33 (0)6 33 28 80 06 - laurenfulsebakke@gmail.com

Association Volvic Volcanic

Amélie Perron

amelie.perron@danone.com