



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

A VOLCANIC PROGRAM OF CONFERENCES AND SHOWS !

Press information, May 2019

The Volvic Volcanic Experience – VVX – 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 VVX 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, shaped over the years by volcanoes, stone and water.

Beyond the simple athletic performances, the invitation to **explore and discover** is also at the heart of the event’s program of conferences and shows. This 3rd edition is already characterized by an impressive line up of guests of honor, athletes, experts, researchers, doctors, nutritionists... Not to mention the explosive program of fun and music. Three days of various artistic performances and concerts... enough to even waken the dormant volcanoes!

CONFERENCES

Thursday **30th May 2019**, starting at **14:00** at the **Volvic Information area** (Goulet site) 

Presented by Pierre-Etienne LEONARD, journalist for France Télévision, **and Frédéric BOUSSEAU**, journalist for Trails Endurance Mag / Vo2 Run / Spirit Outdoor

14:00/14:30 - « Volcanoes, stone and water »

Ben VAN WYK DE VRIES

Professor at the Clermont Auvergne University - OPGC Laboratoire Magmas et Volcans

Christine MONTOLOY

Chaîne des Puys/Faille de Limagne Unit Manager at the Regional Natural Park of Auvergne’s Volcanoes

Daniel MAUGER

Water Protection Manager

Thierry COURTADON

Stone carver

14:45/15:15 - « Proper nutrition and hydration for better running »

Thibaut LAYAT

Nutritionist

Pr Nathalie BOISSEAU

Professor at the I'UFRSTAPS University in Clermont-Ferrand, AME2P laboratory (metabolic adaptation to exercise in physiological and pathological conditions)

Doctor Patrick BASSET

President of the ITRA Health Committee & President of the Ultra Sports Science’s foundation

Doctor Pierre RAVEL

Cardiologist

31 15:30 /15:45 - « Uphill trail running performances »

Thomas DEFER

STAPS Master degree Student in Font Romeu

Grégory DOUCENDE

STAPS teacher/researcher at Font Romeu

31 16:15/17:15 – Meet the VVX's running elite and guests of honor

Francesca CANEPA (Italy)

Meghan LAWS (USA)

Sarah VERGUET MONIZ (Portugal)

Anthony GAY (France)

Sangé SHERPA (Nepal)

Dawa DACHIRI SHERPA (Nepal)

Pedro Jose HERNANDEZ (Spain)

Special attendance by Kilian JORNET (Volvic ambassador) and Emmanuel FABER (Danone CEO)

CONCERTS

Because the VVX is first and foremost the pleasure of gathering, talking and sharing, the weekend will feature exceptional concerts and shows in iconic venues that you'll be delighted to discover – or rediscover – in a new (and colorful) light!



INAUGURAL EVENING – Thursday 30th May – starting at 18:30

18:30: VVX's 2019 opening ceremony

19:00: Inaugural dinner

21:00: Concert with « Faut qu'ca Guinche »

'Faut qu'ca guinche' is an energetic and upbeat band that covers a diverse ensemble of French songs. Going from militant songs to more intimate ones, their style is a mix between rock and gypsy music with various acoustic instruments (violin, accordion). A mix of rock 'guinguette' and fun swing music, the Boogie'N'Roll is their trademark!

Practical information: free of entry, Volvic church square

Dinner is offered for 18€ for adults and 10€ for children under 12

MUSICAL DINNER – Friday 31st May – starting at 19:00

19:00: Musical dinner with the groupe Oumtcha

20:30: Concert with Zic Zac

This intergenerational groupe, on tour since 2008, will start the evening off with a hit with their fun repertoire mixing rock, jazz, blues and soul.

21:00: Concert with WAZOO

Celebrating a 20 year long career, this year, Wazoo will enchant you once again with songs full of summer vibes. With more than 500 000 tubes and albums sold and 1000 concerts on count, the Auvergne born band continues to infuse their fun and festive folk songs. On stage, they're a real volcanic eruption of communicative energy!

Practical information: Goulet site

Price: musical dinner - 18€ for adults and 10€ for children under 12

CLOSING CEREMONY – Saturday 1st June – starting at 19:00

19:00 – Dinner

20:00 – Closing concert

20:00 - Kawrites

When traditional violin tunes collide with mesmerizing electro beats at the heart of the night, it means that Romane Santarelli and Marion Lhoutellier, a local duo from Clermont-Ferrand, are around. As soon as they hit the stage, you're drawn into their world somewhere between fantasy and reverie, a musical universe influenced by numerous artists such as Rone or Birdy Nam Nam.

21:30 - Minuit

Introducing 'Vertigo', the hit album praised by both fans and critics after a surprise tour around France's 4 corners. We couldn't have hoped for anything better than this first album by Simone Ringer (song), Raoul Chichin (guitar), Joseph Delmas (guitar) et Clément Aubert (bass).

23:00 - Yarol

No need to introduce him, the man who once played with Johnny Hallyday, Camille Bazbaz and Winston McAnuff, will be closing up with a bang the 3 days of the VVX. As the intuitive esthete that he is, his never ending need to feed his musical curiosity with different sounds: rock, blues, punk, hip-hop, afrobeat, funk, soul, electro... Anything, as long as it gets you moving, sweating and electrified!

Practical information: Goulet site

Price: 16,8€ (free for children under 14) for access to concerts or 25€ (12€ for children under 14) for the full package 'closing ceremony dinner & concerts'.

Online ticket office: <https://contremarque.trium.fr/index.php/45?s=VVX> or at venue, according to availability.

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



WWW.VOLVIC-VXX.COM

CONTACTS

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