



4th EDITION OF THE VOLVIC VOLCANIC EXPERIENCE Registration update

The VVIC enters the international Ultra Trail® World Tour (UTWT) circuit

Press release, December 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, shaped over the years by volcanoes, stone and water.

Much more than a traditional trail running race, the VVIC is first and foremost an invitation to discover a unique natural environment. It’s a journey through the volcanoes of Auvergne, accompanied by friends and family. Three days during which all family members are encouraged to join in and share the fun of all sorts of athletic experiences, conferences, entertainment, and concerts.

The programme of events and athletic activities include: archery, electric scooters, baby obstacle courses, slackline, spiderline, tree climbing, quadbike, geocaching, family biathlon challenge, and -all new in 2020- life-sized wooden games.

REGISTRATION STATUS (up to 4/12)

Only a short three months have passed since the opening of registration, and several race formats are already full:

XGTV solo race (limited to 30 participants)

43 km race (limited to 600 participants)

25 km race (limited to 600 participants)

On the other race formats:

XGTV duo race (limited to 60 participants): 36 available spots left

110 km solo race (limited to 550 participants): 172 available spots left

110 km duo race (limited to 100 participants): 18 available spots left

110 km trio race (limited to 150 participants): 69 available spots left

Partaking in the relay form of the 110 km race as a pair or trio is an interesting alternative to the 43 km race which is already full and doesn't have a waiting list !

15 km race (limited to 600 participants): 199 available spots left

Kids Trail race (limited to 250 participants): 171 available spots left

THE 110 KM RACE, The Chaîne des Puys-Faille de Limagne Trail Experience, JOINS THE UTWT® 2020 CIRCUIT

ITRA certified and UTMB-qualifying race: 4 points (solo race)

In 2020, all the UTWT® circuit races will not only grant you points but also Running Stones (1 running stone per point, for a total of 4 stones).

Thanks to the distinctiveness of each race, the Ultra Trail World Tour (ultra-trail running international circuit) illustrates the diversity of trail running: from the Alps' steep and rugged trails, to California's paths, and the hills and beaches of Hong Kong... The athletic courses on offer call for a high level of adaptability on the part of all participants.



Although all these races are fundamentally different, they all stand for common values such as ethics, equity, and respect of oneself, others as well as the environment. Each race is proud to share and promote these core values. For those who take part in the Ultra-Trail® World Tour, it's a chance to discover the numerous cultural and athletic specificities of each country. All the continents are covered: Africa, North and South America, Asia, Europe, Australia... And just as many opportunities to enrich your athletic culture, form new friendships, participate in enlightening experiences, and aspiring to becoming one day finisher of all the UTWT® races!

A new trail running experience in an emblematic site : the VVX joins the worldwide circuit!

Not only does the Chaîne des Puys - Faille de Limagne Trail Experience share these values, but it also strives to show another aspect of trail running. The VVX is an athletic immersion at the heart of one of France's most iconic landscapes: the volcanoes of Auvergne. The VVX is journey through the environment shaped by mother nature herself; from stone quarries to the Impluvium (natural water catchment area) and historical trails such as the Muletiers towards the Puy de Dôme or around the Pouzzolanes quarries.

In 2019, during the VVX's previous edition, UTWT representatives came out to ensure that all the selection criteria was being met by the event: a trail running race of at least 100 km, an iconic landscape, popular and collective races, an event of international magnitude, and at least two previous editions completed.

The UTWT representatives also noted the event's organisational quality, the original and innovative concept, the event's environmental engagements, as well as the general ambiance on the races and annex activities (cultural, musical and historical), all of which are the very foundation of the VVX!

The event invites one to let go and reconnect with the surrounding natural landscape, Volvic's cultural heritage (stone and water), and more generally the Chaîne des Puys - Faille de Limagne and its 80 volcanoes. Enlisted alongside the Dolomites (Italy), Eiger (Switzerland) and the Mont Blanc (France), the UTWT enrolment is taken with great pride by the VVX organisation who's eager to unveil the hidden gems of this extraordinary region to local and foreign participants.

Jean-Michel Chopin, VVX founder, elated by the news, says: « *It's thanks to the commitment and motivation of a tight-knit team and the enthusiasm of 650 volunteers that the Volvic Volcanic Experience was able to break the codes and*

imagine a truly unique event! Much more than just a simple race, the VVX is most importantly an exceptional human experience in which trail runners, support, friends and family are all invited to retrace their footsteps and explore the local landscape, culture, agriculture and history... It's a 3-day, multi-faceted experience of Auvergne's natural heritage, enlisted amongst UNESCO World Heritage sites. »

For **Marie Sammons, UTWT®'s Executive Director**, this enrolment is the result of a well-studied and solid candidacy. « The VVX particularly drew our attention because the candidacy was quite solid but also because it differentiated itself amongst the other applications. Truly unique, the VVX goes beyond the mandatory selection criteria. The event's authenticity is innovative. It's the only trail race that offers a race as well as a sequel of nature-oriented experiences to share with friends and family. Participants come to enjoy the full 3 days, not only to partake in the competition! The VVX and the UTMB® Mont Blanc will be the only two events on the 2020 UTWT circuit to take place in France! »

UTWT information: <https://www.ultratrail-worldtour.com/fr/>

The VVX, five races in which to compete and explore...

The Great Volcanic Crossing Experience « XGTV® »

220 km - 8110 m elevation gain & 8780 m elevation loss, in teams of 1 or 2 people, limited to 30 teams of 2 (indivisible) and 30 solo competitors

110 km: Chaîne des Puys - Faille de Limagne Trail Experience

110 km in teams of 1,2 or 3 people - 3 500 m elevation gain, limited to 600 participants

43 km: The Volvic Impluvium Trail Experience

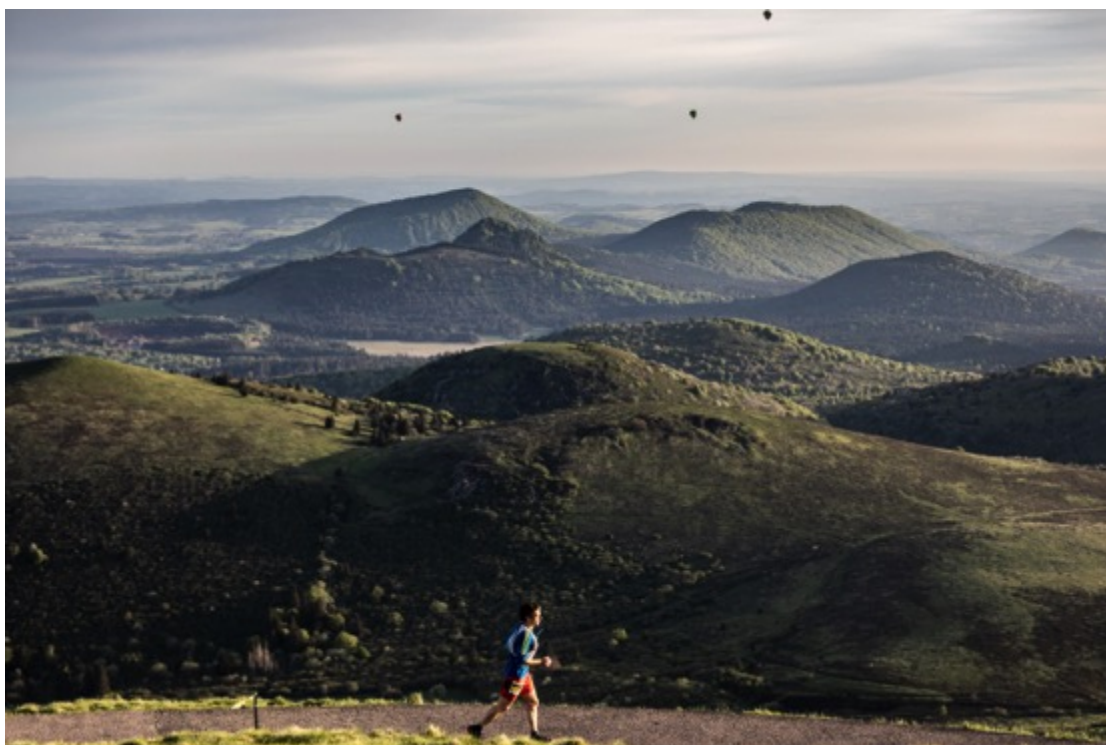
43 km - 1 700 m elevation gain, limited to 600 participants

25 km: The Volcanic Trail Experience

25 km - 1000m elevation gain, limited to 600 participants

15km: The Lava Stone Trail Experience

15 km - 450 m elevation gain, limited to 600 participants



Photos available:

2019 press room: <https://www.volvic-vvx.com/en/press/>

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Access login: pressevvx2019 / Password: VVExperience19 !

For further information: www.volvic-vxx.com

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