

WVX VOLVIC- VOLCANIC EXPERIENCE

MAY 2022 26/27 & 28

*Come
to run*

*stay to
explore!*

PRESS KIT 2022

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2022 NOVELTIES

*VVX, first **Carbon Trust certified** event*

www.carbontrust.com

*New **80 kilometers race**, the Terra Volcana experience* page 6

<https://www.volvic-vvx.com/en/events/terra-volcana-experience-80km/>

*An orienteering race for the benefit of **women who have beaten breast cancer*** page 10

www.lesvolcaniquesdauvergne.fr

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*The **VVX play** retracing the story of the event on the evening of May 25*

*New **partnerships***



EDITORIAL



Jean-Michel Chopin
VVX president
Passionate Trailer

Volvic Volcanic Experience offers a beautiful human adventure in an exceptional setting. Beyond the sporting feat, it invites the runners, their families and friends who came to encourage them, to discover a unique territory.

On the first day, **come to run**. And the second day, **stay to explore**. It is your chance to meet with the people of Volvic, taste the Auvergne gastronomy and take part in conferences, animations and shows, in a festive and musical ambiance !

When Kilian Jornet said “**VVX is not just running and going home**”, he understood what we wanted to do. Not only a trail or a hike but a real “**eco-logical**” and responsible connection with a region and those who make it live. One more step towards nature, VVX is proud to be the first sporting event certified by **Carbon Trust**.

Cancelling the event twice was hard but was accompanied by an incredible surge of comradeship. 80% of our partners and participants chose to postpone their registrations. In the fight against the health, economic and social crisis, the VVX team rallied to bring support and material to our partners and associations such as the Red Cross.

More than a race, VVX is an **experience**. I am particularly proud of this 2022 edition. The VVX team and all the volunteers worked hard all year to offer an exceptional event with numerous surprises.

Culture, sport and preservation of the environment are in the genes of the town of Volvic. It was therefore obvious for the municipality to be a **major partner** and a **loyal support** of Volvic Volcanic Experience.

This event is an important meeting point for runners and their families, but it is also very expected by those who do not practice this sport and are delighted with the **diverse entertainments** complementing it.

Ready to **welcome the participants** and everyone interested in the event, the township of Volvic is proud to be, for a few days, a place of **entertainment, discovery** and **gastronomy** by its involvement, its heritage, its handicraft and its local know-how.

The “Volvicois”, many of whom are volunteers, speak **very highly** of the event.

Through VVX, a nationally and internationally known sporting event, Volvic becomes during three days a ground of various interactions, transmitting the will to discover, rediscover or make discover our **town**, our **territory** and our beautiful **region**.

The agents of the township are already at work for the 2022 edition to be **perfect**.



*Laurent Thevenot
Volvic Mayor*



AN ORIGINAL CONCEPT

SPORT, FAMILY, DISCOVERY AND SOCIAL BONDING



What's Volvic Volcanic Experience?

SEVEN RACES AND TWO HIKES IN THE HEART OF A PRESERVED VOLCANIC LANDSCAPE WHERE VOLCANOS, STONE AND WATER REIGN SUPREME

SPORT, CULTURE AND PARTY, THREE PASSIONS, 100% COMPATIBLE MAKING THIS EVENT UNIQUE IN ITS KIND

A SPORTS BUT ALSO TOURISTIC PROJECT. AN INVITATION TO EXPLORE WITH FAMILY AND FRIENDS THE TERRITORY IN ALL ITS DIVERSITY, FROM THE TRAILS TO EMBLEMATIC SITES, PASSING BY TRADITIONS, LOCAL KNOW-HOW AND THE SENSE OF CELEBRATION

A STRONG SOLIDARITY PROJECT CARRIED BY VOLVIC VOLCANIC EXPERIENCE

3,000 RUNNERS, 650 VOLUNTEERS, 10,000 VISITORS

At the origins of VVX, two men. Jean-Michel Chopin, former director of Evian Volvic World operations and former president of the Volvic water company, and Thierry Courtadon, renowned sculptor and ambassador of the Volvic stone. Two friends with different profiles but driven by the same passion for their territory. Their dream? Create a sporting event in harmony with the natural environment that hosts it. They were quickly joined by Bernard Echalié, fine connoisseur of the Chaîne des Puys, and by the town of Volvic. Add to all of this 650 volunteers, and Volvic Volcanic Experience was born.



AUTHENTICITY, FELLOWSHIP, SHARING, ECO RESPONSABILITY, SOLIDARITY

Values that reassure.

Since the beginning, VVX has had the support of its key partners : **Volvic**, the **township of Volvic**, the **Auvergne Volcanoes Natural Park**, the **Riom Limagne and Volcanoes** community, the **Terra Volcana** tourist office, **Vulcania** and the **Panoramique des Dômes**.





VOLVIC, GATEWAY TO THE CHAÎNE DES PUYs - FAILLE DE LIMAGNE

More than races, VVX routes are an experience. Adventures allowing us to discover the landscapes around us. Located north of the **Auvergne Volcanoes Natural Park**, and at the heart of the **Chaîne des Puys – faille de Limagne**, these experiences are as unique as their environment. With almost **40 000 hectares**, the Chaîne des Puys is home to no less than **80 volcanoes** forming a volcanic complex unique in the world by its youth and state of preservation ! Do not worry, most of them have been dormant for more than 10,000 years.

The Chaîne des Puys is about 30 kilometers (18 miles) long and 4 to 5 kilometers (2 to 3 miles) wide and above all, landscapes to take your breath away (literally). It is a wonderful haven for VVX, **listed in 2018 as a UNESCO world heritage**.

Landscapes straight out of a dream, accessible to all

You don't have to run to experience the Chaîne des Puys. Fully marked routes are available, for both sporty and **family walks**. On **foot** or by **bike**, there is something for everyone.

Find all touristic information on www.terravolcana.com/en/

"For me, the trail is discovery. It is about the exploration of nature and above all, sharing and warmth. VVX is living an adventure by exploring paths of a culturally and naturally rich territory. We are waiting for you to share all the treasures of Volvic."



DAMIEN POULET,
mountain guide





Discovering the Impluvium of Volvic

The impluvium is a territory of 38 km² (23 m²), mostly covered by forests and moors. It is the rainwater infiltration zone that gives birth to **Volvic natural mineral water**. The Volvic water crosses numerous layers of lava and slag over more than **100 meters** deep. This long journey of about **5 years** through an immense natural filter provides the water with its unique properties. Numerous actions are being put through to **preserve and perpetuate** this exceptional site. You will see with your own eyes during the **races** and **guided tours**.

LA GROTTTE DE LA PIERRE (THE STONE CAVE)

Here, children and adults are invited to literally travel **inside a lava flow**... that of the Nugère Volcano which erupted **13,000 years ago**. These ancient **mining galleries** turned today into an **interactive museum** allow an unusual tour, tracing back the history of the **Volvic stone**.

Jean Legay-Chevalier, first to discover the water source on Volvic's territory but also of the main operators of the stone, unveils his story along the way.

www.grotte-pierre-volvic.fr



JEAN-MICHEL CHOPIN
VVX president

"What we want is that when the runners go back home they don't say "I ran 43km (26miles)" but "I discovered the Impluvium of Volvic and I can tell you about it". We want people not to talk about kilometers but about their experience".

2022, let volcanoes celebrate !

AN EXTRAORDINARY YEAR FOR THE PUY DE DOME AND THE TERRITORY TERRA VOLCANA



15 kilometers (9 miles) from Volvic, **Lemptégy Volcano** celebrates its 30th anniversary of opening to public. One of its kind, this volcano exploited for more than 50 years offers a moonlike atmosphere and a real dive into the universe of **Auvergne volcanism**. Cherry on cake, from summer 2022, a new **immersive night circuit** and many surprise are to come!

www.auvergne-volcan.com



The lucky runners of the Chaine des Puy – faille de Limagne experience (110km/68miles) will **go through Vulcania**. The volcanoes themed park. In 2022, Vulcania celebrates its **20th anniversary** ! After 2021 which saw the birth of **Namazzy**, a **family roller coaster** themed on earthquake, Vulcania will inaugurate the largest planetarium in France ! A major novelty for **THE tourist site of Auvergne**.

www.vulcania.com/en/



It has been 10 years since the **Panoramique des Dômes** has been transporting **400,000 passengers** each year to the **top of the puy de Dôme**, at 1465 meters. From up there, the view is breathtaking. It is a 360° panorama that is offered to everyone. With a **comfortable 15-minute journey**, safe and environmentally friendly, the Panoramique des Dômes brings the iconic volcano within reach of all. Furthermore, it also offers year-round activities.

www.panoramiquedesdomes.fr/

VOLVIC INFORMATION SPACE

In the 1960s, a small chalet was built on the Volvic spring. Opened to visitors as a refreshment bar, it has become over the years an **immersive and educational place**, welcoming more than **90,000 visitors per year**, from April to the end of September.

More information on www.volvic.fr/visitez-la-source/lespace-dinformation





DAY ONE : COME TO RUN

6 *trailing circuits*, 1 *kid circuit*, 2 *hikes* and numerous occasion to try out *outdoor sports and activities*, a program that will please everyone.



9M
15KM

PIERRE DE LAVE EXPERIENCE 450m D+



15M
25KM

VOLCANIC EXPERIENCE 1000m D+



TRAIL EXPERIENCE FOR THE 8-16
3 routes of 500m, 700m, or 1100m
according to their age



16KM
25KM

IMPLUVIUM HIKE EXPERIENCE
16 km and 450 m D+ (from 8)
25 km and 550 m D+ (from 16)

"here you feel considered as an individual and not as a number, we are taken care of and there is also the spectacle of volcanoes."



**SARAH VERGUET
MONIZ**
Ultra-trailer



26M
43KM

IMPLUVIUM OF VOLVIC EXPERIENCE
1 700m D+



49M
80KM

TERRA VOLCANA EXPERIENCE 2 700m D+



68M
110KM

**CHAÎNE DES PUYs - FAILLE DE LIMAGNE
EXPERIENCE**

Solo, Duo or Trio
3 500 m D+



139M
224KM

**GREAT VOLCANIC CROSSING «XGTV»
EXPERIENCE**

8 400m D+, 9 050m D-,
solo or duo (inseparable or solitary)



While some surpass themselves running or hiking, others may try their hand at *acrobatic structures, electric scooter, quadbike, archery, tree climbing, or biathlon challenge...*

Novelty 2022 : life size wooden games !

To find out more about this first day, go to www.volvic-vvx.com/en/

DAY 2 : STAY TO EXPLORE

In addition to the sport experience, the town of Volvic offers a whole program to **discover the town and its inhabitants** !

During 3 days **shows, animations, and concerts** will take place in the four corners of the town center and on the Goulet site to engage **athletes, their families, and all visitors** of VVX, a multi-faceted event that combines **sport, discovery and conviviality**.

Humor, acrobatics, poetry, carousels, exhibitions, jazz and classical concerts, fire show, there is something for **all tastes and all ages** !

"VVX isn't just running and going home."

KILIAN JORNET
Trail legend



Fascinating tours

IMAPEC, an internationally renowned school for stone crafts
www.tracesdepierre.com

The craft house and its craftsmen, a showcase for local know-how

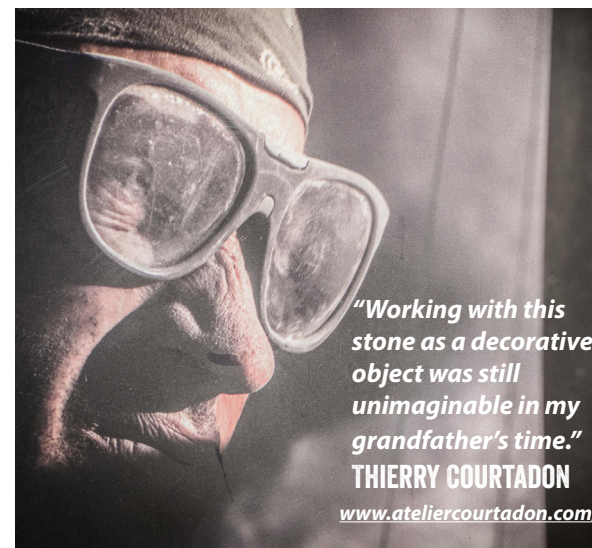
The **market of flavors**, with local producers and the Turkish and Portuguese communities

Discover the **town of Volvic**, its **quarrymen** and **winegrowers** and its **heritage**

The Volvic water **bottling plant**

The workshop of the sculptor **Thierry Courtadon**, poet of lava stone.

To find the details of the shows and animations, go to www.volvic-vvx.com/en/



"Working with this stone as a decorative object was still unimaginable in my grandfather's time."

THIERRY COURTADON
www.ateliercourtadon.com/

"Discovering the town of Volvic and its inhabitants through animations, shows, concerts, ranging from local know-how to crafts and gastronomy, is the cultural experience that joins the sporting experience. During day 2 of the event, the town of Volvic, involved partner of VVX, mobilizes itself to offer a variety of fun, joyful, dynamic and enriching pleasures."



PHILIPPE MORALES
Director of the cultural service of the town of Volvic.



The food tour

One of the highlights of VVX, this 13 kilometers (8 miles) hike is a joyful mix of **sport, culture, and gourmet pleasures**. It takes participants from village to village, through the **communal ovens** of the Volvic commune, in order to learn more about the generous **gastronomy of Auvergne**.



More information on www.volvic-vvx.com/en/events/food-tour/



AN «ECO-LOGICAL» COMMITMENT



The Auvergne natural setting is a wealth to be preserved and valued. From the organization to the food, passing by the race route, VVX has an impact on its environment. The challenge is therefore to respect the existing environment and reduce carbon emissions. To this end, since the beginning of VVX, an eco-responsible team has been in charge of monitoring and respecting VVX's commitments down to the smallest detail.

Sustainable practices

- **Limit the number of runners per race** (600) without yielding to the siren calls of growth
- Use **reusable markers**, removed after the last runner
- Tracks reviewed each year with partners and managers of the area (Auvergne Volcanoes Natural Park, LPO) to respect **fauna and flora**
- Introduction of **free shuttles**, encouragement of carpooling, use of **electrically assisted bicycles** at the event venue
- Choice of **local and/or organic producers** for supplies and meals.

Committed partners

Labelled in 2021 by **Carbon Trust**, VVX identified transports as a pollutant to be further reduced. In fact the participants' journeys are what drive up the statistics. Two **new major partnerships** set the tone for 2022!

- **Riom Limagne and Volcanoes***, partner of the first hour of VVX will put **natural gas buses** at the disposal of the participants and volunteers throughout the event
- **SNCF** sharing values of eco-responsibility and eco-citizenship, has signed a partnership agreement with VVX that will **encourage travelling by train**.

One more step towards nature

VVX approached the **Conservatoire des Espaces Naturel d'Auvergne****, to participate in the preservation of a vulnerable area in the region, **old forests** located at the bottom of the puy de Dôme. One single hectare of these forests over 200 years old is able to absorb, in terms of greenhouse gas emissions, the equivalent of **10,000 kilometers (6,213 miles)** driven in a car per year. Therefore, VVX is committed to preserving this rich ecosystem.

*www.rlv.eu

**www.cen-auvergne.fr

SOLIDARITY, IN THE DNA OF VVX

VVX is honored to be part of a dynamic that provides connection and meaning to its work. Since the beginning, VVX has been joining forces with **two local association** that bring **enthusiasm and skill**.

CECLER fighting against the exclusion of people in difficulty.

“Working together, following instructions, holding a post, participating in logistics, are all missions that allow around forty young people in difficulty getting involved on a voluntary basis. For them, it is an opportunity to develop their skills and an experience full of exchanges and sharing with the participants and other volunteers.”

DOMINIQUE CHARMEIL

Director of Cecler association.

To learn more about the association go to www.cecler.fr

AVENIR builds all the recycled furniture of VVX from pallets

AVENIR implements actions of local development and safeguarding of the heritage, social support and professional integration. Its objectives: social integration and integration through economic activity. Carpentry, masonry, customized realization, maintenance of green spaces, cleaning, selective sorting...

A profoundly human experience

If VVX has become an international event that seduces by its formula, its identity and its atmosphere, it is definitely thanks to the mobilization of **passionate women and men** who have at heart to share the wealth of their territory. Who are they? **Inhabitants, craftsmen and producers, elected officials and territorial services**. Above all, more than **650 over-motivated volunteers** enabling this exceptional event that requires an unfailing mobilization.

Whether they are passionate about **trail, nature**, their **region** or all of these, the volunteers are our **lifeblood**. From the marking out of the routes to the cultural program, as well as the reception and the supply points, they are 100% committed and form the **big VVX family** !



A volcanic experience...



The Volcaniques d'Auvergne are **12 women, 12 volcanic women from Auvergne, 12 sporty friends**. They are committed to **women who overcame breast cancer**.

In 2019, they provided access in Auvergne to **artistic tattooing of post-operative scars**. This, during the Rose Tattoo event during October Rose (month dedicated to raise awareness of breast cancer and funds for research), but also during the rest of the year thanks to the **tattooists of the association**.

“How to help us? By participating in extreme sports challenges. Lending our legs, arms, and energy to the women fighting their illness. Accompanying cultural or sporting events gives notoriety to the association and allows us to raise funds to finance our charity project”

In 2021, they formed three pairs and **won the Dalmatie Trophy**. A solitary and humanitarian women's raid. By climbing on the **first three steps of the podium**, they land a check of **1,500 euros to finance the tattoos**.



During VVX 2022, a **solidarity orienteering race** will be organized. The profits will be **donated to the Volcaniques**. VVX is proud to be associated with their fight.

WORDS FROM VOLUNTEERS



YANN BROSSON - member of Volvic Natura Trail
In charge of the marking and opening of the Pierre de Lave experience.

*"I run the route before the runners to make sure that it is always well marked. There is always a special atmosphere, the pressure of the race is behind, so **you can't afford anything to go wrong.**"*

*Doing races is good. **Being here for the runners, for the families,** it is a completely different thing, you see the race differently and you see all your other races differently. We come with another perspective, **a perspective of sharing.***

*VVX is an event that takes place in my village and I rediscover it. As I would like to see it regularly, with people celebrating and meeting each other on these cultural events. It really is **three days of pure pleasure.**"*



FREDDY MOREAU - member of Volvic Natura Trail
In charge of the marking and opening of the Impluvium of Volvic experience.

*"The atmosphere announced by my friends is at the heart of my arrival at VVX. I stayed for everything around. **VVX takes care of its volunteers.** During the week-end of the ascension but not only. There are events organized throughout the year by VVX and it is a pleasure to take part in them.*

*I remember, one time a grandpa came. He spend almost the whole day driving back and forth between his home and the supply point to **chat with the volunteers and runners** who passed by. Even in the evening, he came after his dinner with his slippers and pajamas to say goodbye.*

*Of course, the race is at the center of it all, but it is not just the race. It is about **welcoming the families,** caring for the families and **seeing smiles** on the kid's faces, it is really nice."*





*“Generosity is not the prerogative of those who possess much. A few months ago, my father in **Nepal** donated part of his land for the **construction of the village school**. The purity of this gesture touched me and touched the VVX organization.*

*That is why, next year, my father and the family of the village teacher will be the **guests of honor of the 2023 VVX edition**. In return, a **family of volunteers** will be drawn to live an exceptional adventure in Nepal. An **unusual exchange**, creating connection between two cultures, two families and beyond.”*

*Sangé Sherpa
Ultra-trailer*



STRONG TIES WITH THE ELITES



FRANÇOIS D'HAENE, *VVX 2022 patron*

"I like it when events dare to launch new projects by pushing new commitments like the Carbon Trust certification"

François, born in 1985, is a French high level sportsman specialized in **ultra-trail running**. He won the **UTMB** in 2012, 2014, 2017 and 2021 as well as the **Grand Raid** in 2013, 2014, 2016 and 2018.



CAMILLE BRUYAS, *VVX 2022 patron*

"VVX is a race on human scale with values that speak to me like eco-responsibility. When you can combine everything, it is great!"

Camille is the **rising figure** of the ultra-trail in France. By finishing **second for her first UTMB** in 2021, a must in the discipline, Camille Bruyas has reached a milestone.

THEY ARE COMING IN 2022... AND MANY MORE TO COME!

*Dawa Sherpa Charli Mckee François D'haene Camille Bruyas Stéphane Vinot
Luca Papi Janis Kums Sangé Sherpa Mimmi Kotka Anne Champagne*



OUR PARTNERS





THEY RELY ON US



Press Contact

VOLVIC VOLCANIC EXPERIENCE

Chloé André
chloevvx63@gmail.com
07.50.22.64.14

Lorine Mrozek
mrozek.lorine@gmail.com
06.52.67.29.21

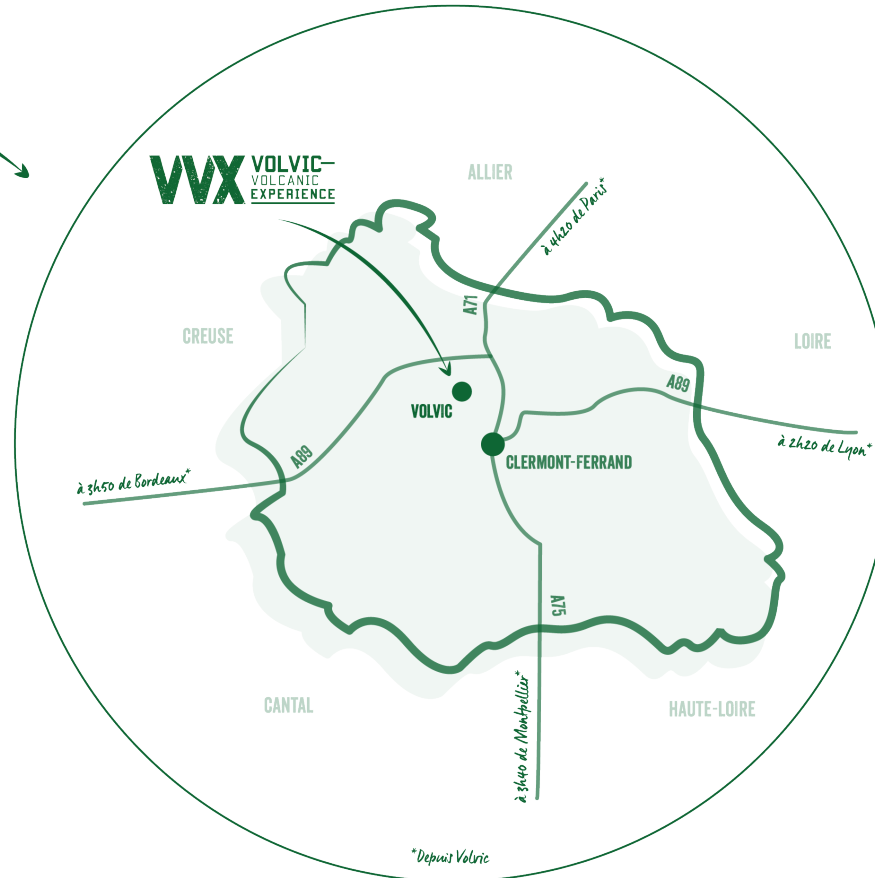
TERRA VOLCANA TOURIST OFFICE

Sylvain Padeloup
s.padeloup@terravolcana.com
07.64.88.62.92

www.ville-volvic.fr

www.volvic-vvx.com/en/

www.terravolcana.com/en/



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5h20 from Torino
6h15 from Barcelona
6h30 from Strasbourg
6h50 from Luxembourg
7h30 from Brussels

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