



For Immediate Release

Friday October 6th, 2017

The Hardrock Hundred Mile Endurance Run is proud to announce a 3 year partnership with Julbo Inc. (Julbo)

With the announcement, Julbo becomes a Diamond Level Partner and the exclusive eyewear partner of the Hardrock Hundred Mile Endurance Run.

“We are thrilled to welcome Julbo to the Hardrock family,” said Dale Garland, Race Director of the Hardrock Hundred Mile Endurance Run. “We are excited for the long-term commitment of Julbo to Hardrock - we share similar values and ideals including the traditions that the Hardrock Hundred Mile Endurance Run were built upon.”

The Hardrock 100 Endurance Run is looking forward to working together with Julbo to create a mutually beneficial partnership that collectively will work towards providing value to Julbo and enhancing the overall experience of the Hardrock 100 Endurance Run for all of the competitors.

Julbo is thrilled to partner with the Hardrock 100 as the official eyewear sponsor. Our deeply rooted mountain history and the Hardrock 100's dedication to producing a challenging and rewarding mountain running experience perfectly aligns with our ethos. As a long-time sponsor of the Ultra Trail Mont Blanc and Western States, Julbo sees the Hardrock 100 as one of the most influential trail running experience in the U.S.A. and we hope that with our partnership we can continue to increase the sport's growth within North America.

About the Hardrock Hundred Mile Endurance Run

Every July, the Hardrock Hundred Endurance Run is held in the scenic, yet rugged San Juan Mountains of SW Colorado. Beginning in 1992, the Hardrock Hundred Endurance Run remains to this day, dedicated to memory of those hardrock miners who made their living within the San Juan Mountains and connects the historic mining towns of Silverton, Ouray, Telluride and Lake City. The Hardrock Hundred Mile Endurance Run is an ultramarathon of 100.5 miles in length, plus 33,992 feet of climb and 33,992 feet of descent for a total elevation change of 67,984 feet, at an average elevation of over 11,000 feet. The race is held on a loop course on 4WD roads, dirt

trails, and cross country in Southern Colorado's San Juan Range, USA. This course offers a graduate level challenge for endurance runs. The course is designed to provide extreme challenges in altitude, steepness, and remoteness. Mountaineering, wilderness survival and wilderness navigation skills are as important in this event as your endurance. 2018 will mark the 25th running of the Hardrock Hundred Endurance Run.

If you would like more information on this extraordinary athletic event, please contact:

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You may also learn, more about our run and see stunning photography of our event by visiting the Hardrock Hundred Endurance Run home page at www.hardrock100.com