



For Immediate Release

The Hardrock Hundred Mile Endurance Run is proud to announce a 3-year partnership with Kahtoola.

With the announcement, Kahtoola becomes a Diamond Level Partner and the exclusive gaiter and winter traction partner of the Hardrock Hundred Mile Endurance Run. “We are thrilled to welcome Kahtoola to the Hardrock family,” said Dale Garland, Run Director of the Hardrock Hundred Mile Endurance Run. “We are excited for the long-term commitment of Kahtoola 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 Kahtoola to create a mutually beneficial partnership that collectively will work toward providing value to Kahtoola and enhancing the overall experience of the Hardrock 100 Endurance Run for all of the competitors.

“Being part of the Hardrock 100 Endurance Run family as a partner is more than just a company promotion for us. It’s about supporting the spirit of the community built around this legendary run and celebrating the challenge and beauty it provides.” – Danny Giovale, Kahtoola Owner

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 Southwest 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.

About Kahtoola

Based in the northern Arizona mountain town of Flagstaff, Kahtoola is the designer of MICROspikes® and NANOspikes® and is the industry leader in flexible winter footwear traction. This summer, beginning in August, Kahtoola will be releasing a new line of all-purpose outdoor gaiters that will be available exclusively at select REI locations around the country. At the heart of everything Kahtoola stands for are people, and we look to continually inspire those who inspire us by developing high-quality, innovative gear and products that add value to outdoor adventure.

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