

## Press Release Tuffli Events AG

Chur, 29<sup>th</sup> September 2022

### Headline

**The Swissalpine sets new standards in Chur**

### Lead

**The internationally renowned and popular mountain marathon "Swissalpine" will continue its 36-year success story in mountain/trail running in the summer of 2023 in Chur and the surrounding area. The premiere of the new Swissalpine Chur will take place from 4<sup>th</sup> to 6<sup>th</sup> August 2023 with distances of 86, 42 and 22 kilometers.**

The Swissalpine brought the fascination for ultra-long mountain and trail running in Switzerland to life when it was held for the first time in 1986. Not only is it the oldest marathon in Graubünden, it is also one of the oldest mountain runs in Switzerland and the Alps. In the period from 1986 to 2021, over 130,000 participants completed the Swissalpine in Davos. During these years, the race developed into an important economic factor for the region. In addition, the Swissalpine made an excellent and well-known name in the national and international running scene.

### Chur offers excellent framework conditions

The success story of the Swissalpine continues in summer 2023. The premiere in Chur, which will take place in Chur from **4<sup>th</sup> to 6<sup>th</sup> August 2023**, is also the 37<sup>th</sup> Swissalpine event. The routes over 86, 42 and 22 kilometres promise challenging races. The route over 86 kilometres is planned as follows: Chur - Dreibündenstein - Churwalden - Lenzerheide - Parpaner Rothorn - Hörnli – Arosler Weisshorn - Arosa - Medergen - Langwies - Hochwanghütte - Pagig - Calfreisen - Maladers - Chur. More Information: +/- 5`270m, 57% single trail, 5% asphalt. The 42- kilometre route leads from Chur via Mittenberg, Montalin and Ratoser Stein to the Hochwanghütte. From there, the 86- kilometre route takes you back to Chur. More Information: +/- 2`650m, 56% single trail, 5% asphalt. The 22- kilometre route leads from Chur via Mittenberg and Saldein to Calfreisen and back to Chur. More Information: +/- 1`432m, 48% single trail, 9% asphalt. The routes are subject to approval by the responsible authorities. The maps are published on [www.swissalpine.ch](http://www.swissalpine.ch).

The start and finish of the Swissalpine Chur will be 5 minutes from Chur train station. The journey within Switzerland by public transport is included in the entry fee. Chur is easily accessible with intercity connections from various cities such as Zurich, St. Gallen, Basel, Bern and Geneva.

### **Attractive routes and sustainable implementation**

Based on experiences and trends, a comprehensive concept for the new Swissalpine Chur was created in the past few months. This was designed by the organiser Tuffli Events AG and Andrea Tuffli, the founder and developer of the Swissalpine. In addition to attractive race formats, the main focus is on the supporting programme, the sustainable implementation of the event and the development of a future-oriented mobility concept. With Nina Brenn, multiple gigathlon winner, Markus Kaufmann and Jon Andrea Tuffli, active and experienced trail runners from the region work in the core team of the OK Swissalpine Chur. The OK has been carefully evaluating and testing the formats, routes and logistics since spring 2022. The cooperation with the Graubünden Office for Hunting and Fishing is of great importance. In particular, night landscapes, in which the game can react sensitively, require comprehensive clarifications.

### **Development of a Trailrunning Community**

Chur, the oldest city in Switzerland, is the entrance and exit gate for vacation and sports destinations as well as the mobility hub of Graubünden. The city in the Alps and capital of the canton of Graubünden lies in the midst of a fascinating mountain world with winding streets and historic buildings. The picturesque old town, the great cultural and gastronomic offers, a mountain railway from the city center directly to the mountain experience and incomparable train journeys with the Rhaetian Railway make a stay in Chur unique. Thanks to the excellent accessibility and the attractive range of routes, the Chur and northern Grisons (Graubünden) region is to be developed as a hotspot for the trail running community. In addition, there are even plans to hold a "World Mountain & Trail Running Championships".

### **A "100 miles" as the ultimate distance in 2024**

In 2024, a 100-mile run is planned as the ultimate distance. The final clarifications on the route are already underway. The run is intended to connect high alpine, alpine, sub-alpine and urban areas and integrate unique and spectacular natural scenery with various highlights. These should include the well-known UNESCO World Heritage Site of Sardona, the Ruinaulta (Grand Canyon of Switzerland), the Beverin Nature Park, the floodplain landscape of the Hinterrhein, the biodiversity hotspot in Feldis, the Culm Ault moorland landscape, the Walser settlement of Medergen in Arosa, as well as the cathedral and the old town of Chur belong to it. The demanding running route will lead over five mountains and six passes.