

No.87 February 23 ,2024



Gran Canaria becomes main sponsor of World Trail Majors

Gran Canaria Tourism has become the main and title sponsor of World Trail Majors. The name of the race series has now changed to Gran Canaria World Trail Majors after the announcement, which was made during The North Face Transgran Canaria race week, one of the biggest trail running races in the world welcoming over 4,500 runners from all over the world to the island of Gran Canaria.

Gran Canaria World Trail Majors, a new benchmark in trail running

The 25th edition of the famous Transgran Canaria saw the presentation of the new name and logo of the Gran Canaria World Trail Majors, bringing together two benchmark brands in their respective fields. On one side, Gran Canaria, an island that is well known as an all year "open-air gym" and is widely recognised among active outdoor sports people for its mild climate, rugged terrain, and diversity of sports, making it a must visit sports tourism destination.

On the other side, World Trail Majors, a non-profit organisation of some of the world's best trail/ultra races, including Mt. Fuji 100 in Japan, RMB Ultra-Trail Cape Town in South Africa and The North Face Transgran Canaria, these races values are based on diversity, respect and self-identity, a series where each race maintains their own DNA while supporting each other for the greater good of the sport.





Support from the local Government of Gran Canaria

The president of the Government of Gran Canaria, **Antonio Morales**, declared at the event held at the Maspalomas lighthouse that "Transgrancanaria put the name of Gran Canaria in the minds of all the trail runners all over the world, but this is another level with World Trail Majors".

Carlos Álamo, Minister of Tourism for the Government of Gran Canaria commented that "the values of World Trail Majors convinced us: diversity, respect and that each race become part of something but where their identity is preserved".

Some of the race directors of the Gran Canaria World Trail Majors were also present at the announcement and, for example, **Janet Ng**, from Anta Hong Kong 100 Ultramarathon, has highlighted the importance of associating an innovative race series with an organisation such as the Gran Canaria Tourist Board: "this is such a great partnership, we came here and run this morning [the Starter race] and could feel by ourselves the race, the kindness of the volunteers, and maybe we are part of a movement in which this is what matters, we are so proud that Gran Canaria understood like we did time ago that the runners are first".

The agreement aims to give international visibility to Gran Canaria's tourism proposal, a proposal of nature, landscape, a perfect spot to train and compete and the brand will be shown all over the world in such key markets as Canada, South Africa and Japan and reinforce others like United Kingdom, France or Portugal.



About Gran Canaria World Trail Majors

Gran Canaria World Trail Majors is a non-profit association formed by ten independent trail running races with the aim of promoting the sport in a diverse, sustainable, and respectful way that aims to safeguard the original spirit of Trail/Ultra running. The association is formed by Anta Hong Kong 100 Ultramarathon, Black Canyon Ultras, The North Face Transgrancanaria, Mt. Fuji 100, MIUT - Madeira Island Ultra-Trail, Swiss Canyon Trail, South Downs Way 100, Quebec Mega Trail, Grand Raid des Pyrenees and RMB Ultra-Trail Cape Town. 2024 is the inaugural year for this race series.

For contact, please email to: press@worldtrailmajors.com or your local race.

Web: <https://worldtrailmajors.com/>

[Press Meeting Point](#) to download resources:

<https://drive.google.com/drive/u/0/folders/1MCJ3AwKTj-ul85HK2euPdIX9MjOcBkOF>

Follow World Trail Majors on social media:

Facebook: <https://www.facebook.com/profile.php?id=100094819887205>

Instagram: <https://www.instagram.com/worldtrailmajors/>

Twitter/X: <https://twitter.com/worldtrailmajrs>

YouTube: <https://www.youtube.com/@WorldTrailMajors>

TikTok: <https://www.tiktok.com/@worldtrailmajors>

Contact information

Mt. FUJI100 Race Headquarters

955-1 Shuzenji, Izu City, Shizuoka, Japan 410- 2416

TEL: 0558-80-9700

FAX: 0558-80-9207

Email: press@mtfuji100.com

Website: <https://mtfuji100.com/en/>

Facebook : <https://www.facebook.com/Mt.FUJI100/>

X : <https://twitter.com/MtFUJI100>

Instagram : <https://www.instagram.com/mt.fuji100/>

YouTube : <https://www.youtube.com/channel/UCYTG7HNLx89OeaOsknc6mTg>

*Back numbers of the past press releases: <https://mtfuji100.com/en/press/>

*If you would like to see official photos of the competition for the press,
please contact the above race headquarters.

