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Mt. FUJI 100 is coming back in 2025 with new 40km run, "ASUMI40k"

The Mt. FUJI 100 international trail running event, which follows the trails around Mount Fuji, has finalized the outline for the 2025 event. The main points, including changes from the previous event, are as follows:

The overview of the 2025 event was presented via live streaming on the event's YouTube channel on October 1 and October 10. In parallel with the press release, the event also disseminates information through its YouTube channel that is primarily aimed at participants in the general public.

Key Points for the 2025 Event:

- To be scheduled over three days from Friday, April 25 to Sunday, April 27, 2025
- In addition to the FUJI100mi and KAI70k, a new 40 km ASUMI40k has been introduced.
- Entry qualifications have been changed with a reduction in the required ITRA points.
- Elite athlete qualification introduced, allowing priority entry without lottery
- Established environmental protection rules in accordance with the ITRA (International Trail Running Association) "Green Charter"
- A new "Pregnancy Deferral Policy" has been established to support the participation of female athletes before and after pregnancy.
- Entry schedule is as follows:
 - Priority Entry (for top 100 finishers from the previous event and athletes with elite qualification): From Monday, October 21 to Sunday, November 17, 2024
 - General Entry and Donation Entry: From Friday, November 1 to Sunday, November 17, 2024 (General Entry will be subject to lottery if applications exceed capacity, Donation Entry is first-come-first-served)
 - Entry for FUJI100mi private supporters (support crews) : From Tuesday, January 7 to Tuesday, January 14, 2025

Mt. FUJI 100 2025 Event Overview

1. Key Details

- Event Name: Mt. FUJI100 2025 (13th edition)
 - Proudly being a member event of Grand Canaria World Trail Majors



- Dates: Friday, April 25 to Sunday, April 27, 2025 (3 days)
- Locations: Fuji City, Fujinomiya City (Shizuoka Prefecture), Minobu Town, Fujikawaguchiko Town, Narusawa Village, Fujiyoshida City, Oshino Village, Yamanakako Village (Yamanashi Prefecture)
- Venues:
 - Reception: Fuji Wood Straight (indoor track) in Fuji Hokuroku Park (Fujiyoshida City, Yamanashi Prefecture)
 - Start: Fuji-san Kodomo no Kuni (Fuji City, Shizuoka Prefecture)
 - Finish: Fujisan Meisui Stadium in Fuji Hokuroku Park (Fujiyoshida City, Yamanashi Prefecture)
- Organizer: Mt. FUJI100 Executive Committee
 - Constituent Organizations: Fuji Hakone Izu Trail Support (General Incorporated Association), Mount Fuji Joint Venture (Sotoe Co., Ltd, Region Port LLC, R-bies Co., Ltd.)
- Co-organizers (TBC): Fuji City, Fujinomiya City, Minobu Town, Narusawa Village, Fujikawaguchiko Town, Fujiyoshida City, Oshino Village, Yamanakako Village, Gotemba City, Susono City
- Environmental Partner: NPO Fuji Trail Runners Club
- Supporters (TBC): Japan Sports Agency, Japan Tourism Agency, Shizuoka Prefecture, Yamanashi Prefecture, Doshi Village, Eastern Shizuoka Region Sports Industry Promotion Council, Yamanashi Nichinichi Shimbun/Yamanashi Broadcasting System, Television Yamanashi, FM Fuji, Shizuoka Shimbun/Shizuoka Broadcasting System, Shizuoka Telecasting, Shizuoka Asahi TV, Shizuoka Daiichi Television, K-MIX

2. Race Categories

(1) FUJI100mi

- Distance: Approximately 168.0 km, Cumulative elevation gain: +6,254 m
- Start venue: Fuji-san Kodomo no Kuni (Fuji City, Shizuoka Prefecture)
- Finish venue: Fujisan Meisui Stadium, Fuji Hokuroku Park (Fujiyoshida City, Yamanashi Prefecture)
- Start times: April 25 (Fri) 17:00 (1st wave), 17:15 (2nd wave), 17:30 (3rd wave), 17:45 (4th wave)
- Final cut-off time: April 27 (Sun) 14:30
- Capacity: 2,400 participants (including priority entry, general entry, donation entry, and elite)
- Private support (crew) capacity: 500 people
- Grand Canaria World Trail Majors event
- Western States Endurance Run 2026 qualifying event
- International Trail Running Association (ITRA) National League event

(2) KAI70k

- Distance: Approximately 70.2 km, Cumulative elevation gain: +3,052 m
- Start and Finish venue: Fujisan Meisui Stadium in Fuji Hokuroku Park (Fujiyoshida City, Yamanashi Prefecture)
- Start time: April 26 (Sat) 13:30
- Final time limit: April 27 (Sun) 10:30 (21-hour cut-off time)
- Capacity: 1,000 participants (including general entry, donation entry, and elite)
- International Trail Running Association (ITRA) National League event

(3) ASUMI40k

- Distance: 40.2 km, Cumulative elevation gain: +1,445 m
- Start and Finish venue: Fujisan Meisui Stadium in Fuji Hokuroku Park (Fujiyoshida City, Yamanashi Prefecture)
- Start time: April 26 (Sat) 12:00
- Final time limit: April 26 (Sat) 19:00 (7-hour cut off time)
- Capacity: 200 participants (including general entry and donation entry)
- International Trail Running Association (ITRA) National League event

3. Registration Qualifications

- Men and women who are at least 18 years old on the day of the event, and can complete the course within the time limit without getting lost.
- Able to prove through ITRA's results page that they have completed the following specified races certified by ITRA between two years before the start date of general entry and the day before the event:
 - FUJI100mi: One race with 4 or more ITRA Points, or two races with 3 ITRA Points
 - KAI70k: One race with 2 or more ITRA Points
 - ASUMI40k: One race with 1 or more ITRA Points
- Elite Athlete Qualification: Those who meet the following criteria at the time of entry will be granted priority entry rights as elite athletes:
 - FUJI100mi: Free registration - ITRA PI (100k or 100M) Men 850 or above, Women 715 or above; paid registration - ITRA PI (100k or 100M) Men 800 or above, Women 650 or above
 - KAI70k: Free registration - ITRA PI (50k or 50M) Men 865 or above, Women 740 or above; paid registration - ITRA PI (50k or 50M) Men 830 or above, Women 660 or above
 - ASUMI40k: Free registration - ITRA PI (Half Marathon or Marathon or 50k) Men 870 or above, Women 735 or above; paid registration - ITRA PI (Half Marathon or Marathon or 50k) Men 820 or above, Women 650 or above
 - Note: ITRA PI criteria for free registration is equivalent to 50th place in ITRA world ranking, paid registration is equivalent to 20th in ITRA Asia ranking, or Japanese national team selection

4. Entry Periods

- Priority Entry
 - Entry period: October 21, 2024 (Mon) 12:00 - November 17, 2024 (Sun) 23:59
 - Payment period: October 21, 2024 (Mon) - November 19, 2024 (Tue) 23:59
 - For athletes who finished in the top 100 overall in Mt. FUJI100 2024, or those who meet the elite participation qualifications: Athletes who finished in the top 100 overall in Mt. FUJI100 2024 will receive the application URL from the event in advance.
- General Entry / Donation Entry
 - Entry period: November 1, 2024 (Fri) 12:00 - November 17, 2024 (Sun) 23:59
 - Results announcement: December 3, 2024 (Tue)
 - Payment period: December 3, 2024 (Tue) - December 17, 2024 (Tue) 23:59
 - General entry will be by lottery if applications exceed capacity
 - Donation entry will be on a first-come, first-served basis
- Private Supporters (only for FUJI100mi)

- Entry period: January 7, 2025 (Tue) - January 14, 2025 (Tue) 23:59
- Lottery* Results announcement: January 20, 2025 (Mon) *Lottery will be held if applications exceed capacity
- Payment period: January 20, 2025 (Mon) - January 24, 2025 (Fri)
- Event Volunteers
 - Entry period: December 18, 2024 (Wed) - December 27, 2024 (Fri) 23:59
 - Lottery* Results announcement: January 20, 2025 (Mon) *Lottery will be held if applications exceed capacity

5. Participation Fees

Donations in all cases will be used for the business activities of the General Incorporated Association Fuji Hakone Izu Trail Support. They are not eligible for tax deductions.

(1) FUJI100mi

- General Entry: 46,000 JPY (including consumption tax)
- Donation Entry: 101,000 JPY (including consumption tax / 55,000 JPY donation + 46,000 JPY participation fee)
- Private Supporter: 3,500 JPY (TBC, including consumption tax, parking ticket, and support bag fee)

(2) KAI70k

- General Entry: 30,000 JPY (including consumption tax)
- Donation Entry: 81,000 JPY (including consumption tax / 51,000 JPY donation + 30,000 JPY participation fee)

(3) ASUMI40k

- General Entry: 22,000 JPY (including consumption tax)
- Donation Entry: 60,000 JPY (including consumption tax / 38,000 JPY donation + 22,000 JPY participation fee)

6. Event Schedule

(1) FUJI100mi

- Bib Distribution and Mandatory Equipment Check
 - April 25 (Fri) 8:00 - 14:00 Fuji Wood Straight in Fuji Hokuroku Park
- Baggage and Drop Bag Check-in
 - April 25 (Fri) 8:00 - 14:00 Gymnasium, Fuji Hokuroku Park (Drop bags: Main Gymnasium, Baggage: Small Gymnasium)
 - 14:30 - 16:30 Fuji-san Kodomo no Kuni (TBC) *Baggage check-in at Fuji-san Kodomo no Kuni requires pre-registration and is charged (TBC 1,650 JPY)
- Competition
 - April 25 (Fri)
 - 16:30 Opening Ceremony, Fuji-san Kodomo no Kuni
 - 17:00 Start (1st Wave), Fuji-san Kodomo no Kuni
 - 17:15 Start (2nd Wave), Fuji-san Kodomo no Kuni
 - 17:30 Start (3rd Wave), Fuji-san Kodomo no Kuni
 - 17:45 Start (4th Wave), Fuji-san Kodomo no Kuni
 - April 27 (Sun)
 - 14:00 - 15:00 Award Ceremony, Fujisan Meisui Stadium in Fuji Hokuroku Park
 - 14:30 Final cut off time, Fujisan Meisui Stadium

- 15:30 Closure of baggage and drop bag storage, Gymnasium in Fuji Hokuroku Park

(2) KAI70k

- Bib Distribution and Mandatory Equipment Check
 - April 25 (Fri) 8:00 - 18:00 Fuji Hokuroku Park, Fuji Wood Straight
 - April 26 (Sat) 8:00 - 12:30 Fuji Hokuroku Park, Fuji Wood Straight
- Baggage Check-in
 - April 25 (Fri) 8:00 - 18:00 Fuji Hokuroku Park Main Gymnasium
 - April 26 (Sat) 8:00 - 12:30 Fuji Hokuroku Park Main Gymnasium
- Competition
 - April 26 (Sat) 13:30 Start, Fuji Hokuroku Park Fujisan Meisui Stadium
 - April 27 (Sun)
 - 10:30 Final time limit, Fuji Hokuroku Park Fujisan Meisui Stadium
 - 12:00 - 13:00 Award Ceremony, Fuji Hokuroku Park Fujisan Meisui Stadium
 - 15:30 Closure of baggage storage, Fuji Hokuroku Park Main Gymnasium

(3) ASUMI40k

- Bib Distribution and Mandatory Equipment Check
 - April 25 (Fri) 8:00 - 18:00 Fuji Hokuroku Park, Fuji Wood Straight
 - April 26 (Sat) 8:00 - 11:00 Fuji Hokuroku Park, Fuji Wood Straight
- Baggage Check-in
 - April 26 (Sat) 8:00 - 11:00 Fuji Hokuroku Park, Fuji Wood Straight
- Competition
 - April 26 (Sat)
 - 12:00 Start, Fuji Hokuroku Park Fujisan Meisui Stadium
 - 18:00 - 19:00 Award Ceremony, Fuji Hokuroku Park Fujisan Meisui Stadium
 - 19:00 Final time limit
 - 20:00 Closure of baggage storage, Fuji Hokuroku Park Wood Straight

7. Awards

- Award Categories
 - Overall Men 1st-10th place, Overall Women 1st-10th place (for each of FUJI100mi, KAI70k, ASUMI40k, same for the following)
 - Veteran (40-49 years old) Men and Women 1st-3rd place (excluding those who placed in overall rankings)
 - Master (50-59 years old) Men and Women 1st-3rd place (excluding those who placed in overall rankings)
 - Legend (60 years and older) Men and Women 1st-3rd place (excluding those who placed in overall rankings)
- Special Recognition
 - One male and one female under 29 years old with outstanding performance in FUJI100mi, KAI70k, and ASUMI40k will be recognized as "New Heroes".

8. Course

(1) FUJI100mi (as of October 10, 2024)

- Distance: Approximately 168.0 km, Cumulative elevation gain: 6,254 m
- Start: Fuji-san Kodomo no Kuni

- Finish: Fuji Hokuroku Park Fujisan Meisui Stadium



(2) KAI70k (as of October 10, 2024)

- Distance: 70.2 km, Cumulative elevation gain: 3,052 m
- Start and Finish: Fuji Hokuroku Park Fujisan Meisui Stadium



(3) ASUMI40k (as of October 10, 2024)

- Distance: 40.2 km, Cumulative elevation gain: 1,445 m
- Start and Finish: Fuji Hokuroku Park Fujisan Meisui Stadium



9. Related Events

(1) Virtual FUJI/KAI 2024

- A virtual run event using the event-linked training app "TATTA" where participants aim to complete the distance of their entered category (cumulative) within the specified period.
- Event Period:
 - Virtual FUJI160K: October 5 (Sat) - October 14 (Mon, Holiday), 2024 (15 days)
 - Virtual KAI69K: October 15 (Tue) - October 20 (Sun), 2024 (6 days)

(2) Mt. FUJI100 EXPO (TBC)

- Japan's largest exhibition related to trail running, where event sponsors and exhibitors gather.
- Event Period:
 - April 25 (Fri) 09:00-18:00
 - April 26 (Sat) 09:00-18:00 (*Some stores open at night)
 - April 27 (Sun) 09:00-14:00
- Venue: Fuji Hokuroku Park Fujisan Meisui Stadium

(3) Mt. FUJI100 Mini

- A mini race (3 km and others) held at Fuji Hokuroku Park for children (3 years and older).
- Date: April 27 (Sun), 2025, morning (TBC)
- Application period: Scheduled to start in December 2024

10. Access Bus, Access Tour, Event-Specific Parking

- Details regarding transportation, accommodation, and parking for event participants will be announced on the event website soon.

About Gran Canaria World Trail Majors

World Trail Majors is a non-profit organization established by ten independent trail running races with the aim of preserving the original spirit of trail running and promoting the sport in a diverse, sustainable, and respectful manner. This association is formed by Anta Hong Kong 100 Ultra

Marathon, Black Canyon Ultra, The North Face Transgran Canaria (Spain), Mt. Fuji100, MIUT-Madeira Island Ultra Trail (Portugal), Swiss Canyon Trail, South Downs Way 100 (UK), Quebec Mega Trail (Canada), Grand Raid Pyrenees (France), and RMB Ultra-trail Cape Town (South Africa).

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

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

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

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

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

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

You can view past press releases here: <https://mtfuji100.com/press/>

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