

Mt.FUJI100 2026 Guidelines regarding photography, videos and media race coverage

Mt.FUJI100 2026

1. Taking and usage of photos & video footage

- The use and publication rights of all photos, footage, articles, records and racers used by any media including newspapers, books, magazines or the Internet belong to the Race Organizer.
- Photos and footage shot during the race may only be used for the news coverage.
- Photos and videos shot by racers, staff, volunteers and audience is allowed but solely for private use and no other purposes.

1-1. For News Coverage Purposes

- The purpose of the news coverage should be for the promotion of the Mt.FUJI100 race concept and related activities.
- Prior permission must be obtained from the Organizer before the news coverage.
- Official photos taken by the Organizer will be available free of charge through the Press Center. If further photos and footage are needed, please contact the Press Center to provide details of your requirements. In particular, we will need to know which media/publication the photos will be used in and when they will be used in order to determine whether the photos can be provided. Contact information for inquiries after the Mt.FUJI100 period is provided below.
- Press material can be downloaded from the following link:
Official website Press <https://mtfuji100.com/press/>

Japanese: ©富士箱根伊豆トレイルサポート

Or, 映像提供 (or写真提供) 一般社団法人富士箱根伊豆トレイルサポート

English: ©FUJI Hakone Izu Trail Support or ©FHITS

- Secondary usages of official photos and footage is strictly prohibited.

1-2. For Non-News Coverage Purposes

- If the details of the media and the term is satisfactory, permission of usage will be granted.
- Prior permission by the Organizer is required beforehand.
- A charge may be applied for the usage of photos and videos.

1-3. For Commercial Usage Purposes besides News Coverage

- Official photos and footage for commercial purposes are strictly prohibited except for the official sponsors.
- The Organizer will not provide official photos and videos captured by the Organizer.

2. Press Activity Guidelines

2-1. Environmental Protection Rules

- All the same rules as racers apply to Press/Media.
- When entering the race course area, you (press) must brush off all mud and plant seeds from the sole of your shoes using the brushes provided at the aid stations. This is to prevent the spread of invasive species and non-native seeds as well as to ensure that vegetation from urban areas are not carried into the environmentally sensitive high mountain regions. Be sure to follow this rule.
- You must stay on the trails at all times. Stepping off the trails or taking shortcuts around corners and switchbacks is strictly prohibited.
- Picking up or damaging vegetation, animals, fungi and rocks along the race course as well as within overall race area is prohibited.
- Do not throw out garbage along the course or at the aid stations. All garbage must be carried home with you.

2-2. Photo/video shooting rules

- Be sure to wear purple bibs distributed at the press registration desk when conducting press activities.
- Press activities within race course (trail) is allowed only for the official media. Press activities is permitted only for registered official photographers wearing black bibs. No other press is allowed.
(Example of press activity within race course: Run alongside or follow racers to take photos or shoot videos.)
- Please be courteous to other trail users (e.g. hikers)
- Be careful along the course and do not step on plants during your press activities.

-Do not park in prohibited areas.

- You must show your **media/press parking permit** when using the parking lots.
- For the start area, use **Kodomo-no-kuni Parking “Designated Parking Lot”**.
- For the finish area (including Press Center), use **Fuji Hokuroku Park “Designated Parking Lot”**.
- Photographing/video shooting at aid stations is permitted only at “F1 Fujinomiya (GENSHIJIN Campsite)” “F4 Hanamaruki / THE NORTH FACE Aid Station (Fuji-Q Highland Conifer Forest)” and aid stations where supporters are allowed.**
- Photographing/video shooting at other aid stations where supporters are now allowed is permitted only for official photographers wearing black bibs. No other media is allowed.** Be sure to use supporter parking lots when parking cars at the permitted aid stations.
- Be prepared for cold/bad weather by bringing your own warm clothing, rain jacket and pants, headlamp, etc.
- The usage of drones is prohibited other than by the official race photographer.**
- Please bring your own food/drinks as the aid station food is only for racers and not available to press/media staff.**
- Excessive cheering for racers, support for racers, or any activity which would disturb racers, supporters, staff, and volunteers are strictly prohibited.** If such activity is detected or reported, you may be requested to stop your press activities.
Examples of prohibited activities) Talking to racers, supporters, staff, and volunteers for purposes other than press activity to cover an aid station, supplying food or drink to racers, and remaining in an aid station for a long period of time.

2-3. Recommend locations for photo/video shooting

- 1) Near the Fujinomiya (GENSHIJIN Campsite) Aid Station (F1)
 - 2) Jukai (between F3 and F4)
 - 3) Hanamaruki / THE NORTH FACE Aid Station (Fuji-Q Highland Conifer Forest) Spectator Area(F4)
 - 4) Ashiwada-yama (Gokodai: between F3 and F4)
 - 5) Teppougi-no-atama (between F6 and F7)
 - 6) Ishiwari-yama pass - Niju-magari, Shakushi-yama (between F6 and F8)
- * Photo/video shooting should be conducted where enough space is available.
 - * If you are planning to cover the top racers, please note that the sections between areas from F1 Fujinomiya to near F5 Oshino will be during the night.
Sunrise time 4:59 / Sunset time 18:25 (Apr.25 at FujiKawaguchiko Town)

Contact information

the Ultra-Trail Mt. FUJI Race Headquarters
955-1 Shuzenji, Izu City, Shizuoka, Japan 410- 2416

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Email: press@mtfuji100.com

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

Official Facebook page: <https://www.facebook.com/Mt.fuji100/>

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

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

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

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

*Please contact the above office if you would like to see official race photos for press use.