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WMTRC 2023 INNSBRUCK-STUBAI:

# 50 days to go: Salomon and La Sportiva at the World Mountain and Trail Running Championships in Innsbruck-Stubai

The WMTRC are approaching at a fast pace, and with just another 50 days to go - the event takes place from June 6 to 10 - the organizers are presenting two major sports equipment manufacturers as their premium partners: La Sportiva and Salomon.

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*Tobias Bogner (Salomon), Gerhard Gstettner (WMTRC) and Alessandro Tedoldi (La Sportiva) are looking forward to the World Championships from June 6 to 10, 2023.*

The WMTRC are an event not to be missed – a fact that is undisputed among the people in charge at La Sportiva. “The WMTRC are the main mountain and trail running event, and we are proud to be partners. Our presence allows us to present the La Sportiva brand to people from all over the world,” says **Alessandro Tedoldi**, responsible for sponsorships as well as

mountain running & skimo athletes.

The same can be said for Salomon, where from day one the responsible parties wanted their brand to be present at the first combined World Championships happening on European ground. They are expecting a lot of attention and are planning on presenting parts of the official routes as well as offering glimpses into how members of the Salomon athletic team are preparing for the event. In addition, there will be a variety of different items on the agenda for visitors to attend during the event itself, covering everything from “running workshops to live podcasts that will be offered in addition to the official fringe program organized by the event committee,” says **Tobias Bogner**, Sports Marketing & Events at Salomon.

**An outdoor festival for everyone**
La Sportiva and Salomon are in agreement: Innsbruck and Stubai are perfect venue choices. Both regions are experienced in organizing major mountain and trail running events; in addition, they boast stunning landscapes and have an ideal set-up in terms of infrastructure. The World Championships are going to be an outdoor festival for everyone – another fact that both parties agree on.

“Salomon and La Sportiva make good matches and the cooperation with the WMTRC 2023 is of real importance as both brands pay considerable contribution to the development of the two disciplines,” says **Gerhard Gstettner**, Head of Marketing WMTRC. Said contribution comes in all forms and shapes, from shoes and apparel to dedicated teams and storytelling around trail running with its ever-growing popularity.

Further information regarding the WMTRC 2023 can be found on the **official website** as well as on **Facebook**, **Instagram** and **LinkedIn**.

*The World Mountain and Trail Running Championships 2023 will take place in Innsbruck-Stubai from June 6 to 10. with an expected number of 1,500 participants from more than 60 nations. In the run-up, the Innsbruck Alpine Trailrun Festival (IATF) will take place from June 1 to 4.*

## Artikel-Statistiken

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Tobias Bogner (Salomon), Gerhard Gstettner (WMTRC) and Alessandro Tedoldi (La Sportiva) are looking forward to the World Championships from June 6 to 10, 2023.

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Gerhard Gstettner is the Head of Marketing and coordinates the sponsorships for the WMRTC 2023.

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The World Mountain and Trail Running Championships are taking place from June 6 to 10, 2023.

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