

## Under Armour Mountain Running Series, Presented by GORE-TEX® Products, Announces 2018 Race Calendar

*Global performance brand invites athletes to elevate their game and push their limits in amazing places*



*Athletes take to the trails in the 2017 Mt. Bachelor Under Armour Mountain Running Series*

**BALTIMORE, MD (Jan. 16, 2018)** — Under Armour, the global leader in innovative performance apparel, footwear and equipment, announced today the race dates and locations for the 2nd annual [Under Armour Mountain Running Series](#), presented by GORE-TEX® Products. In partnership with POWDR, the trail running series is designed for running professionals and enthusiasts alike who want to experience trail running in some of the most beautiful and challenging mountain environments and destinations across North America. POWDR’s mountain resorts provide diverse climates, changing elevations, varying terrain, and are naturally built to push athletes to their limits.

The 2018 UA Mountain Running Series kicks off on July 14 in the heart of the Rocky Mountains at Copper Mountain, the largest ski resort in Summit County, Colorado, where runners will be greeted with spectacular scenery and alpine wildflowers. Next, runners will head to Vermont on August 25 to take on Killington Resort. Located along the Appalachian Mountains, Killington provides diverse terrain and challenging vertical climb across several courses. The series will finish off at Mt. Bachelor near Bend, Oregon on September 15. The Pacific Northwest offers a lot of single track terrain, coupled with beautiful views of the cascade volcano surroundings.

The 2018 series features an energizing, single-day running festival format offering an exclusive basecamp experience. Runners of all levels are awarded a journey through the unique trails and course design at each mountain. Race distances at each location will include a distance for every runner to test themselves: 5K, 10K, 25K, and 50K. A \$5,000 prize purse will be distributed across the men’s and women’s podium for the top three 50K finishers at each race in the series.

“The inaugural series last year provided an inspired experience for all our mountain and trail runners across the country who participated,” said Topher Gaylord, GM of Outdoor at Under Armour. “We were energized to amplify the experience for runners in 2018, with distances for first time trail runners to the world’s elite mountain runners. We encourage the country’s most enthusiastic mountain runners to add these races to your calendar.”

## **2018 Under Armour Mountain Running Series Schedule**

July 14                    [Copper Mountain Resort, Colorado](#)  
August 25                [Killington Resort, Vermont](#)  
September 15            [Mt. Bachelor Resort, Oregon](#)

Under Armour Outdoor athletes, including YiOu Wang, Kelly Wolf, Kyle Dietz, Bryan Tolbert, Cameron Hanes and 2017 UA MRS 50K defending champion, Cody Reed, are expected to compete in 2018.

Registration is open for one or all races. In addition to registration, course details, elevation maps, training plans and more can be found at: [www.UAMountainRunning.com](http://www.UAMountainRunning.com). For live updates leading up to and throughout the race series, be sure to follow the @MTNRunning channel on [Facebook](#), [Instagram](#) and [Twitter](#).

View high resolution images and a video compilation from Mt. Bachelor in July 2017 [here](#).

To gear up for training, visit UA.com for technical trail running apparel and footwear needs, including the all new UA Atlas GORE-TEX® Active jacket and [UA Horizon](#) line of trail shoes. Follow @UAOutdoor on Facebook, Instagram, and Twitter.

### ***About Under Armour, Inc.***

*Under Armour, the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](http://www.uabiz.com).*

*Under Armour has two classes of publicly traded common stock listed on the New York Stock Exchange: Class C stock trades under the ticker symbol "UA" and Class A stock trades under the ticker symbol "UAA". For more information about Under Armour's stock, please visit the Company's Investor Relations website at <http://www.uabiz.com/investors.cfm>.*

### ***About Gore Fabrics***

*Gore Fabrics Division revolutionized the outerwear industry with waterproof, windproof, and breathable GORE-TEX® fabric 40 years ago and remains a leading innovator of performance apparel. Gore fabrics products provide comfort and protection in challenging environments and in everyday life, enabling wearers to safely and confidently achieve and experience more. From hiking in downpours to military operations and fighting fires, Gore's deep understanding of consumer and industry needs drives development of products with meaningful performance advantages. [www.goretex.com](http://www.goretex.com)*

### ***About POWDR***

*POWDR offers awesome experiences in amazing places. Within its portfolio are nine mountain resorts including Copper Mountain and Eldora Mountain Resort in Colorado; Killington and Pico Mountain in Vermont; Boreal Mountain Resort and Soda Springs in the Lake Tahoe region of California; Mt. Bachelor in Oregon, Lee Canyon in Nevada and Gorgoza Park in Park City. POWDR owns the Woodward camps and action sports centers which includes Woodward PA, Woodward Copper in Colorado, Woodward Tahoe, Woodward West in Stallion Springs, CA, and Woodward Riviera Maya. Through its ownership of Human Movement Inc., POWDR fuels participation in the adventure lifestyle with a collection of festivals, themed runs and branded events. Outside Television is the national active, outside-lifestyle programming network subsidiary of POWDR, and Sun Country Tours in Oregon is the company's river rafting outfitter. POWDR is headquartered in Park City, Utah with offices in Louisville, CO. [www.POWDR.com](http://www.POWDR.com).*

**Media Contact:** Verde Brand Communications, Lauren Haber, [lauren@verdepr.com](mailto:lauren@verdepr.com), 970-259-3555 x 123