



No. 71 April 13, 2023

## The ULTRA-TRAIL Mt. FUJI 2023 Announcing gifts given out to runners and volunteers!

THE NORTH FACE is the supplier of the participation gift T-shirts and the FUJI Finisher's Vests.

T-shirts and shoes collection for recycling will also take place this year.

We are pleased to announce the gifts to be given out to the runners and volunteers of the ULTRA-TRAIL Mt. FUJI 2023. Again this year, THE NORTH FACE is the supplier of the participation gift T-shirts given out to all runners and the FUJI Finisher's Vests which are given out to the finishers of the FUJI.

Also, for the first time, we created Finisher's Medal for the finishers of the KAI. A headwear featuring the logo of the race will be given out to volunteers.

Also, at the NORTH FACE booth, used T-shirts and shoes will be collected for recycling. The shoes collection takes place for the first time this year.

<https://www.goldwin.co.jp/tnf/whatsnew/detail/?pi3=19546&pi=19545>





## Participation Gift T-shirt



The participation gift T-shirts are created under the EXPLORE SOURCE project, which THE NORTH FACE is carrying out to promote product recycling. Under the EXPLORE SOURCE project, clothes which are otherwise be discarded are collected and recycled into raw materials to produce new clothing. This project carries memories of adventures that you went through with your clothes and passes them on to the next users.

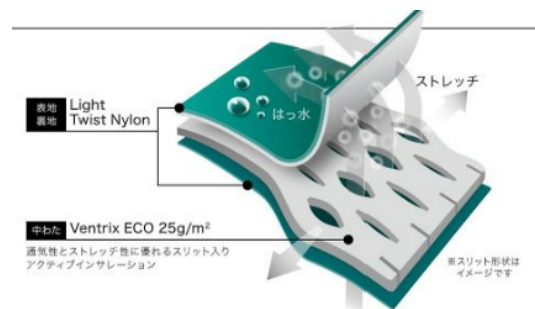
Each outfit is etched with the excitement and emotion of the moment, whether it be climbing 8,000-meter high mountains, running 100-mile ultra trails, hiking for the first time, or camping with families and friends. EXPLORE SOURCE is an initiative to recycle unwanted clothes and recycle them into new clothes, which will accompany new adventures of someone else.



## FUJI Finisher's Vest



The FUJI Finisher's Vest is an insulated vest featuring THE NORTH FACE's unique VENTRIX™ technology. The VENTRIX™ padding on the front side of the vest is thick enough to maintain body heat, while creating an adequate flow of air with body movements to let out excessive heat accumulated inside the vest. The air flow stops when body movement stops, and the vest keeps the body warm. This is a "breathing insulation" so to speak, that follows body movement and adjusts air flow.





## THE NORTH FACE "NEVER STOP \_\_\_ING" CAMPAIGN with the ULTRA-TRAIL Mt. FUJI

Let's make this race even more exciting together!

### ■ About this campaign

#### NEVER STOP EXPLORING

This is a tagline that THE NORTH FACE uses to tell the story of what the brand should be. In 2023, THE NORTH FACE is launching the "NEVER STOP \_ING" campaign to discover and share the beauty of "exploration" with as many people as possible.

One of the stages selected for this campaign is THE ULTRA-TRAIL Mt. FUJI, which THE NORTH FACE has been supporting for many years. THE NORTH FACE is encouraging all runners, supporters, and everyone else involved with this 100-mile race to make it more exciting and communicate the greatness of exploration.

### ■ Detail of this campaign

On social media, please post your photos taken at the photo spot at the ULTRA-TRAIL Mt. FUJI venue and your ideas and passion for "NEVER STOP \_ING" related to "exploration" using the hashtag, "[#neverstop\\_ing](#)".

During the campaign period below, please post photos taken at the photo spot at the ULTRA-TRAIL Mt. FUJI venue using the hashtag, "[#neverstop\\_ing](#)" with your thoughts, ideas, and passions related to "NEVER STOP \_ING" on either Facebook or Instagram. Original stickers will be given to those who post photos and comments on a first-come first-served basis.

Among those who post photos and comments, six people will win THE NORTH FACE product as a gift.

We look forward to your photos and comments.

\* Also be sure to mention [@thenorthfacejp](#) with your photos and comments.

\* Posts on Facebook or Instagram containing photos taken at the photo spot at the ULTRA-TRAIL Mt. FUJI venue will be eligible to win the gift.

### ■ Campaign period

From Thursday, April 20 to Sunday, April 23, 2023

Photo spot: The GOLDWIN/THE NORTH FACE booth at Fuji-Q Highland Conifer Forest

### ■ Campaign information

<https://www.goldwin.co.jp/tnf/events/detail/?pi3=19393&pi=19392>





## The Ultra-Trail Mt. Fuji 2023 Event Outline

■ **DATES** Friday, April 21, 2023 – Sunday, April 23, 2023 (3 days)

### ■ Race category

#### ① FUJI

- Distance: Approximately 164.7km
- Cumulative altitude gain: +6,451m / -6,493m
- Race start time: Friday, April 21,  
14:30 (\*cutoff time: 45 hours) /  
14:45 (\*cutoff time: 44 hours and 45 minutes) /  
15:00 (\*cutoff time: 44 hours and 30 minutes) /  
15:15 (\*cutoff time: 44 hours and 15 minutes)
- Final cutoff time: 11:30, Sunday, April 23
- Number of racers: 2,400 (including racers registered through priority registration, general registration, and donation-based registration)
- Start: Fujisan Kodomo-no-Kuni in Fuji-shi, Shizuoka Prefecture
- Finish: Fuji-Q Highland in Fujikawaguchiko Town and Fuji Yoshida City, Yamanashi Prefecture

#### ② KAI

- Distance: Approximately 68.4km
- Cumulative altitude gain: +3,064m / -3,066m
- Race start time: 11:00, Saturday, April 22 (\*cutoff time: 20 hours)
- Final cutoff time: 7:00, Sunday, April 23
- Number of racers: 800 (including racers registered through general registration and donation-based registration)
- Start / Finish: Fuji-Q Highland in Fujikawaguchiko Town and Fuji Yoshida City, Yamanashi

## The Ultra Trail Mt. Fuji 2023 Press Schedule

A press conference to introduce promising runners will be held from 5:00 p.m. on Thursday, April 20, the day before the race, followed by a press briefing at 6:00 p.m.

Also, a press conference with top finishers will be held from 7:00 a.m., Sunday, April 23, followed by the awards ceremony at 9:00 a.m.

### ■ Thursday, April 20th

15:00	Opening of press center / Start press registration	*Fuji-Q Highland Press center
17:00-18:00	Press conference -Live streaming (Japanese / English)	*Fuji-Q Highland Press center
18:00~	Press briefing (Japanese / English)	*Fuji-Q Highland Press center

### ■ Friday, April 21st

11:00	Press registration at the start venue	Kodomo-no-kuni
14:00	FUJI Opening Ceremony	Kodomo-no-kuni
14:30-15:15	FUJI wave start	Kodomo-no-kuni

### ■ Saturday, April 22nd

10:30	KAI Opening Ceremony	*Fuji-Q Highland
10:00	First runner of the FUJI finishes (expected time)	*Fuji-Q Highland
11:00	KAI start	*Fuji-Q Highland
12:00	First female runner of the FUJI finishes (expected time)	*Fuji-Q Highland
18:00	First runner of the KAI finishes (expected time)	*Fuji-Q Highland
19:00	First female runner of the KAI finishes (expected time)	*Fuji-Q Highland

### ■ Sunday, April 23rd

07:00	KAI Final cutoff time	*Fuji-Q Highland
07:00-09:00	Press conference of top finishers -Live streaming (Japanese / English)	*Fuji-Q Highland Press center
09:00~	KAI awards ceremony / Closing Ceremony	*Fuji-Q Highland
11:00~	FUJI awards ceremony / Closing Ceremony	*Fuji-Q Highland
11:30	FUJI Final cutoff time	*Fuji-Q Highland
13:00	Closing on the press center	*Fuji-Q Highland Press center

\*Fuji-Q Highland = Fuji-Q Highland **Conifer Forest**





## Contact information

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Twitter: <https://twitter.com/UTMtFUJI>

Instagram: [https://www.instagram.com/utmf\\_official](https://www.instagram.com/utmf_official)

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

\*Back numbers of the past press releases: <https://www.ultratrailmtfuji.com/press/release/>

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

