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**CamelBak® partners with Ultra Trail du Mont Blanc® again,
for an Even More Sustainable Race**

For the fourth year in a row, CamelBak reconfirms its support to the UTMB®, one of the hardest and biggest Ultra Trail races in the world. The company will release a custom UTMB bottle series and set up free water stations to promote reusable hydration solutions

PETALUMA, CA - USA (August 2019) – CamelBak®, the global leader in award-winning personal hydration products, announces its sponsorship of Ultra-Trail du Mont Blanc (UTMB) 2019, the high-altitude mountain race series. The event will take place in Chamonix, France, from August 25 to September 1st and includes a program of multiple trail-running races as part of the Ultra-Trail World Tour. For the fourth year in a row, CamelBak is the Hydration and Packs sponsor of the reputed race.

CamelBak's core mission of providing reusable hydration solutions has been a founding principle since the brand's inception. In addition to being a partner of sustainability and conservation organizations like bluesign®, the Conservation Alliance or the EOCA, the brand continues to grow its core values by reducing its carbon footprint in manufacturing processes as well as developing repurposed products with eco-compatible fabrics and based plant materials under the "REPURPOSE™ Made with Purpose" label.

The UTMB partnership expands these initiatives by bringing awareness to the importance of reusable hydration solutions to race spectators and participants through on-ground activations and awareness initiatives during race week in Chamonix. Ditching disposable bottles and use and re-use outdoor or everyday bottles is a way to reduce the amount of plastics that goes to the seas and lands. This is also why CamelBak will offer for sale limited edition custom branded UTMB bottles at its booth in the expo area and in local retailers in Chamonix (France) as well as online at utmbmontblanc.com.

In addition, CamelBak will provide free water to the attendees during all the UTMB events, via 12 CamelBak branded water stations, located in the Chamonix Village. CamelBak sponsored water-points will be at the athletes' service throughout the courses.

"We're honored to be named UTMB's official hydration and packs partner and utilize our heritage and strategic position to reduce single-use plastic waste on and off-trail during this iconic race," said Steve Nadler, vice president of marketing and product management at CamelBak. "These special experiences rooted in outdoor adventure align with our core values by supporting an event series that inspires individuals to reach new limits while spending time in nature responsibly."



At UTMB 2019 CamelBak will officially launch its 2020 RUN line, featuring new hi-tech hydration gear, such as the Zephyr™ Vest, designed with body mapping technologies to enhance breathability and lightness.

CamelBak athletes, Xavier Thévenard, Scotty Hawker, Kellie Emmerson and Sylvaine “Sissi” Cussot will be racing at the UTMB this year. Three-time winner of UTMB’s 170 km race Xavier Thévenard is returning to race once again after winning the 2018 edition. Since its first UTMB victory in 2013, the triple crown athlete won all UTMB races wearing CamelBak’s vests. This year the young French runner will be wearing the new Ultra Pro Vest.

CamelBak’s athletes will be using a variety of trail running CamelBak products on the trail including the Ultra Pro Vest, the Nano Vest and the brand-new Zephyr Vest.

The company will be hosting athlete poster signing on Wednesday, August 28, 2019 at 4.30 PM

The CamelBak team will post live updates of their athlete's progress on Instagram @camelbak. Updates on the UTMB race results can be found at utmbmontblanc.com.

For more information about CamelBak, please visit <https://www.camelbak.com>.

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About CamelBak Products

Founded in 1989, CamelBak invented the hands-free hydration category and is the global leader in personal hydration gear. CamelBak is achieving its mission to continually reinvent and forever change the way people hydrate and perform by offering a mix of award-winning products that include everything from technical hydration packs to reusable bottles. For more information about CamelBak, please visit <https://www.camelbak.com>.