

SWIMRUNMAN® GREAT LAKES LAFFREY – AUGUST 25, 2019

"Dive, the effort is just beginning ..."

A WORLD PREMIERE IN 2019!

Becoming an indispensable date of the annual calendar, the SWIMRUNMAN Great Lakes of LAFFREY returns in 2019 with an exclusivity: the first VERTICAL Route SWIMRUNMAN ever organized in the world. The news has been formalized to the general public on Wednesday, November 7.

The appointment is given, the challenge is launched.

100% new courses and an unprecedented VERTICAL format in the world!

The playground reserved by the Great Lakes of Laffrey to the lovers of Swimrun is a pure marvel. At 1000 m altitude, **In the heart of the Alps** And at the foot of the Taillefer massif (2857m), the Grand Serre Alpe (2141m) and the L'obiou in the background (2789m), the chain of lakes is atypical and the mountainous trails abound with surprises at the gates of **National Park of the boxes**. In 2019, the CLASSIC and SPRINT formats will take on new tracks that will benefit from the natural strengths of the region. At these two distances, which are "standards" of the Events SWIMRUNMAN® FRANCE, a novelty entirely atypical and unique of its kind will make its appearance: the first **VERTICAL SWIMRUNMAN®** never organized in the world!

It's a world premiere and it's French. The "Alpe du Grand Serre" in patois means "the highest peak" and it is all up there that the swimrunners will have to go, at the end of the effort and themselves, to win their medal finisher. 8 Swimming sections (6.3 km), including an incredible crossing of 2 450m of the lake of Laffrey in the direction of the length, 9 sections of running (22km), then this **Vertical Kilometre of Alpe du Grand Serre** For an epic and unprecedented finale. He will stand in front of them and they will have no other choice to cross the finish line than to face his dizzying slopes (52% average) that make him the **Vertical Kilometer** The most direct and the most difficult in the world (1811m long for 1000m D +). **Dizzying.**

To reach this Grail, which will lead them to tutoyer a summit of the Alps in 2141m, they will attack a unique and out-of-standard sporting challenge. Team of only two, they will have to be able to show up at the bottom of the **Vertical kilometer** Before the **Barrier** Fateful of **6h36min30sec of effort**. Otherwise, the hired teams will not be able to obtain the right to climb the last difficulty of the day during which the escorts are allowed and strongly advised.

Through the **VERTICAL SWIMRUNMAN®**, SWIMRUNMAN FRANCE will therefore propose an unprecedented challenge to the community of Swimrunner who dare to compete against this new course.

800 participants expected and setting up a Prize Money

Spread over the communes of Laffrey, Cholonge, Saint Théoffrey and Villard-Saint-Christophe, the courses will cross the plateau Matheysin, a real home for this third edition.

In 2018 all the courses had been displayed complete several weeks before the date of the event and, undoubtedly, this third edition should be sold out quickly. More than **75 French Departments And 12 nationalities** Were represented at the outset last year, the growing development of SWIMRUNMAN® FRANCE events is helping to attract increasing numbers of French and European swimrunners. Sunday, November 18, the appointment is given on www.swimrunman.fr To register for one of the mythical swimrun of the calendar.

In 2019, in order to bring together the world elite in Isère, the Steering Committee wished to establish a system of **Prize Money** On the format **SWIMRUNMAN® VERTICAL**, equally divided between the teams women, mixed and men.

PRIZE MONEY: 3 000 €

ENTRIES:

Opening on Sunday 18 November at 6 p.m. 100% Online on www.swimrunman.fr

SPRINT Format – 13.85 km: solo, €50. In pairs, 50 €/person.

CLASSIC Format – 21.65 km: solo, €75. In pairs, 75 €/person.

VERTICAL Format – 30.1 km: in pairs only, €105/person.

INFORMATION FOR RIDERS, COURSES AND PROGRAMS:

www.swimrunman.fr

Facebook: @SWIMRUNMAN FRANCE/@SWIMRUNMAN Great Lakes of LAFFREY

Instagram: @SWIMRUNMAN

✉ contact@swimrunman.fr

PRESS CONTACT:

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If you are a journalist and want to cover the race by being accredited, please send your request to presse@alci4events.fr

About ALCI 4 events,

“A French company specializing in events, ALCI 4 events creates and organizes demonstrations throughout the territory. For example, since 2015 it has developed its brand Run'Bow Colors® (www.runbowcolors.fr), which has already welcomed nearly 60 000 participants and, more recently, it is its label SWIMRUNMAN® France (www.swimrunman.fr) who is speaking to the athletes.”

