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EcoTrail Paris® welcomes Salomon as its new main partner

EcoTrail Paris® is proud to announce its partnership with Salomon, the iconic French outdoor brand, for the next four years. Thanks to this commitment by our side, the French brand reaffirms its ambition to conquer the hearts of Parisian runners and trailers.

EcoTrail Paris® and Salomon will race together for this 14th edition (July 3 and 4, 2021). The Annecy-based brand, which specializes in sports and outdoor leisure items, will accompany our race for this year 2021.

A mark of recognition

EcoTrail Paris® has become, over the years, the essential trail race for Parisians. Thanks to its different circuits, it is a real attraction for novice and experienced runners. For this 14th edition, they are delighted to be able to count on the support of a major player in trail running, Salomon.

"We are very happy to welcome Salomon, the leading brand in trail running, for this 2021 edition. This commitment is a great recognition for our event and the values we advocate", says Romain Piau, head of partnerships at EcoTrail Paris®.

Salomon trace its route

Market leader, Salomon wants to consolidate its position through the development of increasingly technical and innovative products, but also by supporting reference races on French territory. *"Salomon is the leader in trail running in France and in the world. It is important for us to strengthen our position through the development of new ranges of technical and innovative products but also through our athletes and races recognized by the practitioners. As a leader, we have a real role to play in the growth of the sport to make it more accessible to all. Trail running is attracting more and more urbanites who want to rediscover the spirit of freedom and the outdoors. EcoTrail Paris® is the reference trail in the Paris region, bringing together both novice and experienced runners who want to take on new challenges locally,"* says Véronique Rémy, marketing director of Salomon France.

Conquering urban territories

The Annecy-based sports brand, which specializes in outdoor sports, continues to diversify by meeting the new expectations of outdoor sports enthusiasts in the mountains and now in the city. The brand offers a wide range of quality products to equip its customers, whether they are runners on the road or on forest trails. *"Salomon is an iconic French brand, born in the Alps and still sometimes perceived as "exclusive" because of its technicality. Our ambition is to get closer to urban consumers, who are thirsty for outdoor activities, and to meet their expectations with product ranges adapted to their practices. In addition to our collections for trail running, hiking and winter sports, we now offer a complete range of shoes and textiles for road running as well as "sporstyle" products that Parisians can find, among others, in our 2 stores in Paris,"* says Véronique Rémy.

Eco-responsible commitments with the "Play-Minded" program

In 2016, the tricolored group launched the "Play-Minded" program (playing responsibly), which revolves around 4 pillars for a more responsible company for tomorrow: the Players (athletes and practitioners) who are the essence of Salomon's communities, the Playmakers (the equipment production chain) who make their toys, their Playground (nature) where they evolve and live their experiences, and the Toys (Salomon's products).

" Salomon's commitment to a more responsible sports industry and practice is not new, but our work to reduce our carbon footprint has recently become more visible with the opening of a local manufacturing plant, the increasing use of recycled materials in all our products, the reduction of packaging and of course the launch of the Index 01, the first running shoe that is almost entirely recyclable, or the development of a charter for more environmentally responsible running. This is why our association with EcoTrail Paris®, which shares the same values and ambitions and with whom we can work on the race of tomorrow, makes total sense ", Véronique Rémy assures.

These approaches and a state of mind are perfectly in line with the DNA of EcoTrail Paris®.



About SALOMON :

Born in the French Alps in 1947, Salomon is committed to pushing the boundaries of mountain sports by creating innovative equipment that allows athletes to play, progress and push their limits in outdoor disciplines. The company produces and sells high-end footwear, winter sports and mountaineering equipment, hiking equipment and clothing specially designed for all these disciplines. Products are developed in the Annecy design center, where engineers, designers and athletes collaborate to create innovative solutions that continually enhance the experiences of those who see nature as a vast playground.

Website : www.salomon.com

ABOUT ECOTRAIL PARIS®

Créé en 2008, l'EcoTrail Paris® est une course nature écoresponsable accessible à tous les pratiquants. Elle met en valeur le milieu naturel et culturel francilien en s'inscrivant au coeur des préoccupations du respect de l'environnement. L'événement propose une offre variée de trails, longues et courtes distances, mais également des marches nordiques et randonnées. L'EcoTrail Paris® sera en 2021 le premier événement sportif du dispositif Sport Planète élaboré par MAIF.

Site internet : ecotrailparis.com

Facebook : [@EcoTrailParis](https://www.facebook.com/EcoTrailParis)

Created in 2008, EcoTrail Paris is an eco-responsible nature race accessible to all runners. It highlights the natural and cultural environment of the parisian region by being at the heart of environmental concerns. The event offers a variety of long and short distance trails, but also Nordic walking and hiking. In 2021, EcoTrail Paris will be the first sporting event of the "Sport Planète" Program.

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EcoTrail Paris®

