

Chihuahua makes history with the first edition of Chihuahua México by UTMB® 2025

Chihuahua, Mexico – September 2025. With great anticipation and an emotional press conference, state authorities, organizers, and founders of the UTMB Group officially launched **Chihuahua México by UTMB® 2025**, which begins this Thursday in the majestic Sierra Tarahumara. The event will bring together **2000 runners from 38 countries across five continents**, including more than **130 Rarámuri athletes**, in what promises to become a milestone for sport, culture, and tourism in Mexico.

The **Secretary of Tourism of Chihuahua, Edibray Gómez**, highlighted that the race will generate an estimated **30 million pesos in economic impact**, along with **20 million pesos in international media exposure**. *“This event will mark a before and after, not only in Chihuahua but in all of Mexico,”* he said, while inviting media and the public to be part of this historic occasion.

A world-class event

UTMB Group **founder and president Catherine Poletti** expressed her excitement:

“I’m really impressed to be here, in the place where trail running was born. The Rarámuri people represent the roots of this sport and we must never forget that. Runners will discover not only a unique course but also an extraordinary culture and country. Today, with more than 54 events in the circuit, we are proud to welcome Chihuahua to the UTMB family.”

UTMB **co-founder Michel Poletti** added:

“Twenty-two years ago, we could never have imagined that this family would grow to include Chihuahua, the land of the Rarámuri. Trail running is more than running—it is a way of life. We come here to learn from this community, to show respect, and to invite runners from all over the world to discover this culture. It is an honor that Chihuahua now becomes part of our story.”

Tourism and cultural impact

Alejandro Ochoa, Director of Chihuahua by UTMB, recalled that this project was born as a dream more than four years ago:

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“Bringing the most important race in the world to our Sierra Tarahumara is a source of pride. What begins tomorrow does not end in four days—the runners will take with them an unforgettable experience and will become our main tourism ambassadors. This event is designed to generate local benefit, project our culture, and open Chihuahua to the world.”

Alejandra Villalobos, operational director, emphasized the joint work of **14 state and municipal agencies** that, together with the UTMB Group, made this event possible. *“More than just a sporting challenge, this is a team effort that reflects Chihuahua’s capacity to host international events of the highest level.”*

The Rarámuri: the heart of trail running

One of the most meaningful aspects of this first edition is the participation of **more than 130 Rarámuri athletes**, selected through community calls. Beyond competing for victory, some of them will aim to qualify for the **UTMB Mont-Blanc Finals in 2026**, further cementing their role as ambassadors of the very origins of trail running.

Safety, sustainability, and global projection

The race will feature a **comprehensive security operation**, coordinated by the State Public Security Secretariat, with drone surveillance, helicopters, and specialized medical brigades. Strict ecological measures will also be implemented, including a **zero single-use policy**: each runner must carry their own hydration and dining gear.

The Governor of Chihuahua, through the State Tourism Secretariat, has reiterated that this competition will be key to the **international projection of the Sierra Tarahumara**, positioning Chihuahua as a world-class cultural, tourism, and sporting destination.

Chihuahua by UTMB® 2025 at a glance

- **Dates:** October 2–4, 2025
- **Participants:** 2000 runners from 38 countries
- **Rarámuri athletes:** Over 130
- **Expected economic impact:** 30 million pesos
- **International media projection:** 20 million pesos
- **Global circuit:** Part of the **UTMB World Series**, which gathers 54 events across five continents

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With this first edition, **Chihuahua writes a historic chapter in international trail running.** Among breathtaking canyons, unique landscapes, and the cultural strength of the Rarámuri, the state is ready to welcome the world. The coming days will be more than just a competition—they will be a celebration of nature, tradition, and the human spirit that inspires us to run further and dream bigger.

Attached you will find photographic material for your publication, captured by the lens of Gabriel Roux

https://drive.google.com/drive/folders/1XYqBh8kDIIV1S_2YlupaLkHILgMi6wjF?usp=sharing

See you tomorrow at the starting line!

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