



**PLACER VALLEY**

**ROSEVILLE • ROCKLIN • LINCOLN**

*California's Sports Destination*

**PRESS RELEASE**

**For Immediate Release**

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## **Ultra Race of Champions Comes to Placer County**

*100K Race Brings International Elite Runners to  
Auburn State Recreation Area on Sept. 26*

**Rocklin, CA - Sept. 16-** The [Ultra Race of Champions](#) (UROC) has officially moved to Placer County with an incredible 100K course winding through the scenic [Auburn State Recreation Area](#). This exciting event will take place on Saturday, Sept. 26 and features three options for runners, the 100K, 50K and a half marathon. [Placer Valley Tourism](#) is thrilled to team up with [Bad to the Bones Endurance Sports](#), the UROC creators, to bring such an amazing event to Placer County that will comprise of nearly 300 runners, many who will travel from coast to coast to participate as well as several elite international runners.

With a mixed terrain course that is designed to challenge everyone but favor no one athlete, the UROC brings together the best trail runners and road runners in the world. An added incentive is the cash purse for the 100K which is a whopping \$21,500 and is distributed between the male and females winners. The Champions will take home \$5,000 each, second place will receive \$2,000 each, third place is awarded \$1,500 and so on. There are no pacers allowed for runners competing for the cash purse, however all other runners not competing for the cash prizes are welcome to have pacers.

Dr. Francesca Conte, President of Bad to the Bone Endurance Sports, explained that back in 2011 they had a mission to make the UROC 100K a Championship for the sport of ultra-distance running where the best ultra-distance runners in the world compete on one course on one day. The first two years the UROC was held at a ski resort in Wintergreen, Virginia and then it was moved it to Colorado with an epic course connecting Breckenridge to Vail. The altitude in Colorado brought on many challenges and they didn't want to limit elite or recreational runners because of this factor. The trails along the Auburn State Recreation Area proved to be the ideal location for the UROC.

"We are now in Auburn and plan on this being UROC's permanent home; we have created a course which is very challenging, yet not skewed toward only one type of runner. This event is open to everyone, allowing all runners to compete alongside the best long distance runners in the world," added Conte.

On Friday, Sept. 25 the festivities for the UROC will kick-off with the packet pick-up from 1 to 6 p.m. at the [General Gomez Arts and Events Center](#) located at 808 Lincoln Way in Auburn. All the elites and participants will also have a chance to meet and mingle at the same location that afternoon for the *UROC Rocking Party* from 4 to 6 p.m. Check-in for the races is on Saturday at 5:30 a.m. in front of [Auburn Running Company](#) which is located at 833 Lincoln Way in downtown Auburn. It is not too late to register just go to [www.ultraroc.com](http://www.ultraroc.com) and be a part of this spectacular event!



Amazing view from the 2015 UROC course as you head upstream along Lake Clementine in Auburn State Recreation Area.

**Placer Valley Tourism** [PVT] is made up of the 23 hotels in Roseville, Rocklin and Lincoln, California. PVT recruits and supports hundreds of annual events with grants, marketing, volunteers, and other services as needed. To learn more about how PVT can help bring your event here, visit [www.playplacer.com](http://www.playplacer.com) or call (916) 773-5400.

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If you'd like more information about this topic, please call Placer Valley Tourism at (916) 773-5400 or e-mail Amy Looney at [alooney@placertourism.com](mailto:alooney@placertourism.com)

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