

Trail running- management, organization, safety, evaluation. The activity of ITRA Association

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Abstract

Running is one of the most popular forms of physical activity. Lately, there is an increasing interest in mountain running, especially on ultra-distance. From year to year there is more running competitions organized in Poland and worldwide. Therefore, in the most popular mountain races, due to a dynamically growing number of applicants to participate in this type of sports rivalry, there is a necessity to hold drawings of the participants among those who had been previously verified. In 2013 *International Trail Running Association* (ITRA) started to operate. It was the first international organization that set itself the primary objective of development of this discipline of sport in a wider sense. Its main areas of activities are: the evaluation of the trail running (*Endurance points, Mountain level, Performance index*), improvement of quality of trail events and safety of its participants, preventive measures connected with the health of runners and doping, environmental protection, promotion and PR and international co-operation. Due to ITRA's actions, in 2015 *trail running* was officially recognised by *International Association of Athletics Federation* (IAAF) as a discipline of athletics. The aim of this article is to present the actions taken by ITRA for the development of mountain running and their influence on the organization of running venues in Poland. The method and research material. The case study method has been used. The analysis was based on the documents and information provided and supported by ITRA organization and the institutional partners of the association. The research material also consisted of the competition rules certified by ITRA. Web portals and internet forums have been reviewed. Moreover, the social media on the subject of trail, ultra and mountain running have been monitored.

INTRODUCTION

The Baltic Running is one of the basic forms of human mobility. An ability to run quickly on short and long distances was primarily a condition of survival of the human kind. Velocity and stamina helped a man to hunt an animal, escape from a danger, forward an important message

or succeed at war. The hunters, warriors or messengers were forced to run through the woods, fields, mountains and to overcome natural barriers. They ran as fast as they could, not for medals, money or glory, but for their survival. Fortunately, today there is no such necessity, but despite the fact, a contemporary industrialized man still feels the need of contact with nature. During the last decade or so, the races in *the trail-running* formula have become popular worldwide. This is reflected by a rise in number of organized races year by year, especially on ultra-distance, which is longer than the marathon distance (42,195 km). It happened inter alia due to the publication of books such as “Born runners” by Christopher MacDougall, or “Eat and run” by Scott Jurek. It is foremost a considerable achievement of the media, especially the social media, which have shown and promoted highly visually attractive routes of mountain races. Thousands of runners felt call of nature, were prepared to meet the challenges that they have never experienced before- ultra distance, technical difficulties of mountain trails and unpredictable weather conditions.

THE AIM OF THE PAPER

The aim of this paper is to present the activity of ITRA (*International Trail Running Association*), which has proved to be extremely effective over the past few years. Its solutions in the areas such as management, safety and evaluation have been approved of by all the structural elements of *trail-running* such as IAAF, event organizers, medical services, competitors and equipment producers.

THE METHOD AND RESEARCH MATERIAL.

The case study method has been used. The analysis was based on the documents and information provided and supported by ITRA organization and the institutional partners of the association. The research material also consisted of the competition rules certified by ITRA. Web portals and internet forums have been reviewed. Moreover, the social media on the subject of trail, ultra and mountain running have been monitored.

DEFINITION OF TRAIL RUNNING

In 2015 trail running was officially recognized by *International Association of Athletics Federation* (IAAF) as a separate discipline of athletics, on the basis of a proposal by ITRA.

According to IAAF rules, trail running is open to all. Race walking is held in diverse natural environment, such as mountains, dessert, forest and plains. Hardened surfaces (asphalt, concrete, etc.) are accepted, however, they cannot constitute more than 20% of the entire

route. There are no limits regarding the length of distance or the elevation size. The route must be marked properly. There can be some physical signs, for example flags, tapes and painted signs. Indications may also be in a form of a line marked on a map, or in a shared file with the system of satellite navigation GPS (*Global Positioning System*). In order to complete the race without wandering, competitors must receive enough information. Trail races are organized in self-sufficiency, or partial self-sufficiency formula. This means that a runner has to be independent between the aid stations in terms of clothing, communication, food and drink. An organizer can impose an obligation of having the accessories, that is an outfit and equipment adequate for the weather conditions and terrain layout which will ensure safety on the route. The minimum equipment is a first aid blanket, a whistle, supply of food and water. An organizer may allow the usage of trekking poles. (IAAF 2018).

The most popular type of trail running is mountain running. In this case, an average elevation on the distance should amount to minimum 5% (or 50 meters per 1 kilometer) and on a distance longer than the half-marathon it should be minimum 3%. An extreme type of mountain running is skyrunning. It is normally held at the height of more than 2000 meters above sea level, with the slope of maximum 30% and the technical difficulty of the trail, which does not exceed the second degree on the climbing scale (Skyrunning).

ORIGINS OF TRAIL-RUNNING

Trail- running was initially associated with mountain races on ultra-distances. It is believed that Californian competitions *Western States 100-miles* was the first organized ultra-marathon. At first it was a horse race, but since 1977 the runners have been covering the distance of 161 kilometers with elevations change +5500m/-7000m. Other most known American mountain ultra-marathons are *Leadville Trail 100*, *Hardrock Endurance Run 100*, *Badwater Ultramarathon 135* (Williams D. 2017).

In 2003 the race called *Ultra-Trail du Mont-Blanc* (UTMB) was organized. 722 runners set out on a route from Chamonix around Mont Blanc massif. Only 67 competitors completed a loop of 170 kilometers and elevation of +/-10 000 meters. This race, which passes through the French, Italian and Swiss Alpine trails, initiated a dynamic development of trail running. Currently, it is the most recognizable and prestigious trail-running event in the world. In 2005, the limit of 2000 competitors was achieved within 5 months since the commencement of the registration. In 2007, in order to limit the number of the applicants, new qualification rules were introduced. Nevertheless, the limit of 2300 competitors on the start list was filled after 10 hours. A year later, it took just 9 minutes to fill. Therefore, in 2009 a drawing and so called

“UTMB qualifying points” were introduced. Currently, UTMB is 5 races, in which 9291 people (those drawn, the elite and the competitors from outside the registration) from 92 countries took part in 2017. The most represented countries were France, Spain and Italy (a total of over 56% of the competitors). The Poles accounted for the tenth “force” with 2,2% of all the contestants (202 people), more than Germany (13th place) (UTMB History 2018).

The most popular Polish trail-running event called “The Butcher’s Race” has undergone similar evolution to UTMB. Its history began with a “beer” bet of a group of friends on whether it is possible to cover the route from Komańcza to Ustrzyki Górne (of about 80 kms), along the Main Beskid Mountain Trail in one day (from dawn until dusk). In 2004, 5 pairs took part (the race takes place in two man teams). In 2017, 470 teams arrived at the finishing line out of 536 teams who were there at the start, whereby there were about 3-4 times more of those wishing to participate. Similarly to UTMB, this event is currently a running festival, with the main base in Cisna, where there are a few trail running events a week taking place (Bieg Rzeźnika 2018)

ITRA ASSOCIATION

The first international running conference took place on the 3 September 2012 in Courmayeur, Italy. It was attended by 150 delegates from 18 countries, composed of race organizers, equipment producers, journalists, coaches and competitors. The need for organizing *trail running*, as a new sport discipline, has been recognized there. ITRA (*International Trail Running Association*) was established a year later, in July 2013. It was the first international organization, which has been dealing with the trail running, its development, ethics, safety and evaluation in a broader perspective.

In January 2015, ITRA put forward a proposal to IAAF for a new Article 253, which was to define *trail-running*. The proposal was voted on and approved at IAAF Congress in Beijing in August 2015. A year later, the Board of IAAF officially acknowledged ITRA as its partner.

Alongside IAU (*International Association of Ultra-runners*), the association is an official organizer of the international championships in trail- running appointed by IAAF. ITRA also co-operates with ISF (*International Skyrunning Federation*) and UTWT (*Ultra-Trail World Tour*)- the organizer of the ultra-runs World Cup.

The second meeting of the General Assembly of the Association took place in June 2017. It was attended by 86 national representatives (in 2015 there were 44 representatives), including 14 national delegations of sport associations, inter alia PZLA. Currently, ITRA

brings together 855 organizers of competitions from 78 countries on 6 continents (the update of June 2017).

The association consists of the founder members, institutional members (representatives of IAAF or another body, which manages trail running in a given country), representatives of the race organizers, representatives of the competitors and honorary members. ITRA is managed by the Steering Committee, which is also responsible for the control and supervision of the activity of the association. The Committee consists of 23 members- IAAF president or his representative, two founder members, eight institutional members, eight representatives of the organizers and four representatives of the competitors. In the Committee, Poland is represented by Piotr Bętkowski (a representative of PZLA) and Krzysztof Gajdziński (an organizer of *Lemkówna Ultra Trail*) (ITRA General Assembly 2017).

Organizers of the races- the members of ITRA, pay an annual fee for the services offered by the association, such as- the route certification, race evaluation, race promotion in the international calendar of *trail running* and in the social media, the opportunity to exchange the views and comments in the discussion panels. The amount paid towards the annual subscription is based on the total annual revenue from the registration fees of a particular organizer and ranges from 100 to 550 Euro, in the budget of over 500,000 Euro (ITRA 2018).

AIMS OF ITRA

The main aims of ITRA are:

- supporting the development and promotion of trail running as a sport discipline,
- promoting sport ethics based on strong, characteristic for trail values,
- contributing to the improvement of the quality of the trail events organization and caring for the safety of its participants,
- promoting the preventative measures connected with health of the runners and counteracting and combating the usage of doping,
- taking care of more protection and respect for the natural environment,
- creating free space for a dialogue and the exchange of opinions for all entities connected with trail running internationally,
- co-operation with other national and international organizations,
- co-operation under the organization of events such as World Championship, Continental Championship, as well as other events, which increase recognisability of the discipline and its top competitors.

ACTIVITY OF ITRA

The activity of the association focuses on the three main areas. These are health of the competitors, safety of the competitors in the running events as well as the evaluation of the races and the runners.

Health. ITRA initiates and co-ordinates its pro-health politics through two non-profit organizations. The association *Athletes For Transparency* (AFT) provides technical knowledge and implements QUARTZ program. The foundation *Ultra Sports Science* (USS), shares and broadens the scientific and medical knowledge, by supporting the research relating to the participation in the ultra-endurance competition (ultrasportscience 2018).

The activities of the ITRA association are based on the preventive and information educational campaigns targeted directly at the competitors. Their aim is to prevent injuries and conditions connected with the participation in the trail races. These are in particular- heat stroke, hypothermia, hypoglycemia, encephalopathy, severe dehydration, altitude sickness, anaphylaxis, exercise-induced asthma. These are also the awareness-raising measures about the dangers of using the prohibited support and self-healing.

QUARTZ program, which has been implemented recently, is designed to develop the health policy for the competitors and the policy of the discipline purity in terms of doping. It is an online system of health cards for the runners, which is supposed to be a type of a biological passport for the top sportsmen operating under *World Anti-Doping Agency* (WADA). A competitor who participates in QUARTZ program is obliged to supplement the information regarding, inter alia, the current state of health and location, past injuries, applied treatments, biological analyses (blood, urine, saliva, hair), performance testing, anti-doping checks, use of medications, diet and supplementation as well as the obtained medical certificates. This will give a unique database which will serve to analyse and protect the health of the runners in the future. The participation in the program is optional. The program in the *elite* version is free for the top 10 men and women from the general ranking of ITRA and for the top three men and women runners in the particular categories of runs. The remaining participants of this version of the program are obliged to make a donation for the *Ultra Sports Science Foundation*. The funds obtained will be used to finance QUARTZ program and other scientific research connected with the ultra-efforts. QUARTZ *Regular* version is free. The data stored is confidential, and it is only available to the doctors of the ITRA Health Commission and medical services during the competitions included in QUARTZ *Event* program (Quartz Program 2018).

QUARTZ program is supported by some strong outdoor-sport brands, such as Columbia, The North Face, Salomon, Compressport and Hoka One One. In March 2017, sixteen competitors participating in trail races in Salomon group, joined *The Salomon Athletes Transparency Program*. The application to QUARTZ program was a condition for signing of a contract with a competitor. “We are initiating this program in order to create a tool for the sportsmen. It will make it possible for them to prove their honesty and to show that they are doping-free and that they are keeping up honour and the values of sport that we all love” said Greg Vollet, global and social marketing manager Salomon (Lawless 2017). Salomon also announced that following a new program of the firm transparency, in the 5 races that are being sponsored by it- namely- *Maxi Race* in Annecy, *Mont Blanc Marathon* in Chamonix, *Swiss Alpine Marathon* in Davos; *Glen Coe Skyline* in Scotland and *Ultra Pireneu* in Spain, all the invited top athletes from and outside of the Salomon team, will be asked to voluntarily submit to anti-doping tests three weeks before and one day after the race. All the athletes with the places on the podium will be subjected to the obligatory checks. On the day of the start in the above-mentioned races, there is a ban on the use of TUE (*Therapeutic Use Exceptions*), with respect to corticosteroids and asthma drugs (Winebaum 2017).

One of the first to join the program was Kilian Jornet- currently the most recognisable and successful mountain runner. The list of the world’s best athletes, who participate in Quartz program is available on the webpage www.shol-health.com. It provides the detailed information concerning, e.g. blood tests, TUE, anti-doping checks. All the activities and initiatives of ITRA and of the organisations which co-operate with it, are conducted in agreement with WADA.

Safety. A document with a list of recommendations addressed to the organizers of the trail events has been devised by the Safety Committee of the first-aid doctors, safety specialists and race organizers. All the preventive measures, which should be taken in order to ensure safety, are described in the guidebook. The guidelines are given for, inter alia, circulation of information between the participants and the organizers, distribution of competences, knowledge of the area, route marks, insurance, communication, transport, weather warnings, compulsory equipment of the competitors, supervision of the competitors, time limits on particular stages of the race, medical aid stations, issues related to withdrawal from the race, the medical and rescue plan.

Evaluation. Trail races are mostly held in the challenging mountainous area. With the growing popularity of this kind of challenges, the organisers of the most popular races have been faced with the necessity of the preliminary qualification of the competitors. The prime

aim of this action is to prevent any competitors, who are random, inexperienced and unprepared for the effort, from participation in the races. The first problem which the activists of ITRA had to face, was the problem of the difficulty in the assessment of trail races. This service was introduced in April 2014. Initially, a 4-point scale of UTMB classification was adopted. Since 2015 the scale has been extended in order to include more competitions, especially those which are not held on the ultra-distance. Table 1 below shows the new classification of the trail races with effect from March 2018.

Table 1. The classification of the trail races

The category of runs	ITRA points	Effort Points (new limits)	Effort Points (previous limits)	The anticipated time of the winner*	UTMB scale (old)
XXS	0	0-24	0-24	1h	0
XS	1	25-44	25-39	1h30 – 2h30	0
S	2	45-74	40-64	2h30 – 5h	0
M	3	75-114	65-89	5h – 8h	1
L	4	115-154	90-139	8h – 12h	2
XL	5	155-209	140-189	12h – 17h	3
XXL	6	>=210	>=190	>17h	4

*time refers to the result of the winner, who has at least 830 points in ITRA ranking

Source: own study based on *itra.run*

The hitherto qualification was based solely on the distance. According to its authors, the new qualification of the races is to express the competitor's effort on a particular route, in the most thorough manner. Two races of the same distance can require different commitment of the competitors. This is due to the technical difficulties of the route, elevations and altitude. The new classification has been also linked to the times of finishing the race, so the participants can estimate the effort necessary to complete the race.

ITRA points are awarded to particular competitions based on the calculated *Effort Points*. They are the sum of the distance expressed in kilometers and one-hundredth of the positive elevation value expressed in meters, e.g. the value of an indicator for a race on the distance of 100kms with the elevation of 5000m is 150 (100+5000/100), which is currently reflected in 4 points of ITRA. According to the old scale, before March 2018, it would have been 5 points (see table 1). The race organisers are voluntarily subjecting themselves to evaluation of their race by ITRA. The association certifies the routes and awards ITRA points (*Endurance points*) and estimates the level of the terrain (*Mountain level*). Based on the ITRA results obtained, it calculates the finishing index (*Finisher criteria*) for a given race and calculates points to the ITRA ranking for each participant (*ITRA's performance index*). In 2016 ITRA

assessed over 2200 races worldwide, including 72 races in Poland. In 2017, 106 Polish races were verified.

The evaluation of the race is based on GPS track recording, which must meet certain conditions. Firstly, the measurement should be made on a cloudless day. Secondly, it is recommended that GPS device is equipped with the calibrated barometric altimeter. Thirdly, GPS device should be configured in such a way that it registers 1 point every 10 meters of the distance. The registration of 1 point every x seconds is not recommended. It is also recommended by ITRA to check the accuracy of the registered trail, i.e. with the help of the free *BaseCamp* program. If a trail is of poor quality, the valuation of the route will be reduced by 10%, or a race will not receive a certification.

The calculated *Effort Points* can also be decreased due to a large number of refreshments points (food and drink). The average point range can be calculated according to the formula $AI = [\text{distance} + (\text{elevation} / 100)] / \text{number of points}$. If AI result is worse than 13, then one must deduct from 10 (for AI in the range from 13 to 11) to 30 points (for $AI < 5$) from the *Effort Points*.

The valuation of a race can also be reduced if a race takes place in the loops. The score will not change if there are two loops, or if a race takes place on a “there and back” route. A route along three loops means a penalty of -10 points and each additional lap means another 5 points deduction. For example, in case of a 100-kilometers race with the elevations +5000 meters, taking place on 4 loops with 12 refreshments stands- the ratio of the Effort will be 125 points (previously, it was 150). The ITRA Selection Committee is authorized to award points for a race. The organisers who are the members of ITRA, can apply for the evaluation of any number of routes within the annual subscription. For the remaining organizers, there is a fee of 100 Euros per race.

The scoring of ITRA does not account for the technical difficulties of a route. It is expressed by the *Mountain level* based on the absolute values, such as the average per cent of a slope, the longest continuous ascent, or an average altitude above the sea level. The runs which were the most technically demanding achieved the ratio from 12 to 14 points. The races are also grounded on the assessment of the *Finisher criteria*. This ratio is calculated on the basis of a time limit given by an organizer and applies to the slowest runners. It indicates the Performance Index required in order to complete the race in the time limit given. Initially, *ITRA points* (previously known as UTMB) served a purpose of qualification for a list of participants in UTMB. With increasing popularity in mountain running, there has been a growth not only in the number of applicants, but in the sports level as well. As a result,

UTMB organisers gradually began to raise the requirements and they introduced the first qualifying thresholds in 2007. According to those rules, one had to declare a completion of one 80-kilometre race or two 50-kilometre races. Nowadays, it would give 15 ITRA points, which in the new classification would mean finishing about 320 kilometers and over 15 000 metres of a positive elevation in up to three races within two seasons, prior to the qualifications or a drawing of the run. (UTMB Regulation 2018). The evaluation of the routes is an open and affordable service (see table 2 below). Currently, more and more organisers of other popular races, use ITRA points as the qualification thresholds, for example *Ultra-Trail of Mont Fuji*, *Lavaredo Ultra-Trail*. In January 2018, the organisers of the race called „Granią Tatr”, which takes place every two years, declared the qualification rules for 2019. For the first time, the qualification thresholds have been based on ITRA points (minimum of 12 points in maximum 3 races). Additionally, the requirements were extended by minimum of 4 points, which is the value of the mountain scale (so-called *Mountain level*) (Grania Tatr 2018). In the race calendar for 2018, which is available on the website of the association, there are 1202 running events on six continents, including 38 in Poland (as of 23rd February 2018). It should be noted that there could be a few trail runs under one event. The calendar is being subsequently amended. In 2016, 1391 running events were reported, whilst in 2017 there were 1722 of them.

Table 2. Overview of selected trail races after the evaluation of ITRA 2018*

Name of the run	Distance [km]	Elevations [m]	Endurance (ITRA) points	Mountain level	Finisher criteria	Time limit
UTMB (France, Italy, Switzerland)	171	+10400/ -10400	6	8	430	46h30
Western States Endurance Run (USA)	162	+5370/ -6890	6	4	480	30h00
Ultra marathon 6xBabia Góra (Poland)	112	+7920/ -7920	6	9	650**	17h00
The Run of 7 valleys (Poland)	101	+3970/ -3970	5	5	470	17h00
Elbrus Mountain 50M (Caucasus, Russia)	78	+6390/ -6390	5	13	260	35h00
Granią Tatr 2017 (Poland)	75	+4920/ -4800	4	9	410	17h30
The Tri-city Ultra Track (Poland)	68	+1570/ -1620	3	2	320	11h00
The Butcher's Run Sky (Poland)	53	+2920/ -2920	3	6	430	10h00

*In 2018 the evaluation of runs has been conducted on the basis of the old limits of the effort points

**in the previous four editions, the run called “6x Babia Góra”, was completed by one competitor

Source: own study

For many competitors ITRA certification is considered to be a guarantor of good quality of the race organisation. The association is currently working on formalising the assessment of the quality of the race organization and is developing *Trail Competition Quality Index*. It assumes a five-point index of the organisation quality, namely “weak”, “acceptable”, “good”, “very good” and “excellent”. There will be three scopes of organisation that will be subjected to evaluation. Firstly, the organisation before the competition (availability and quality of the information, communication between an organizer and a participant, the costs of the participation, efficiency of the service, logistics and additional attractions). Secondly, the organisation during the competition (help points, the identification and the course of the route, the atmosphere of the competitions and service for the supporters). Thirdly, the organisation after the competition (organisation of the finishing line, medical help points, logistics, availability of the results, respect for the natural environment).

EVALUATION OF THE COMPETITORS.

The ITRA Performance Index – has been prepared by ITRA in order to simplify the interpretation of the achievements of the competitors. It is assumed that a valuation of a result should consider specification of a particular race, thereby give an opportunity to compare the sports level of the competitors on the routes of various distances and difficulties. Evaluation of the level of a competitor is based on the five best results in the last 36 months. A relative scale has been developed, which allows the runners to establish their individual sport level (international, national, advanced, intermediate, beginner) and their position in an international or national ranking, or in a specific category of runs.

After the official results are received from the organizer, ITRA calculates *Performance Index* for each participant of a race free of charge. At the first stage of the evaluation, timings achieved by each competitor are compared with a theoretical peak result (1000 points) which is possible to achieve on a particular distance considering the cumulative elevation. The result is determined based on the world records for the distances from 10 to 1000kms (IAU Records 2017). Next, in order to consider the specificity of a route, its course and the conditions during the competitions, the correction index is applied. It is calculated in such a way that an average of ITRA results achieved by all of the competitors at the finishing line, when multiplied by this index, equals the average of the ITRA assessment of the competitors at the start line. *Performance Index* is not calculated for the “vertical kilometre” races and those, where the number of Effort Points totals less than 20.

In the database of the competitors, there are currently publicly available results of almost 1 million competitors. Having gone through the free registration and proving one's identity, it is possible to manage one's data, for example by correcting the spelling errors in the surname.

CONCLUSIONS

ITRA association has been functioning for just five years and *trail running* as a sport discipline has undergone an organisational revolution during this time. The significant annual growth of the number of the certified races and ITRA organisers who are registering, indicates that the activity of the association has a real influence on the development of this discipline of sport. It seems that shortly the association should concentrate its activity on the following issues:

1. The development of the competitors' health care policy. Supporting the scientific research concerning the effort on ultra-distances. Prevention of illegal doping by the development of QUARTZ program. Organising the educational campaigns regarding issues such as the dangers of self-healing by the usage of painkillers and anti inflammatory agents.
2. The development of *ITRA Performance Index*, by including some new variables to the calculation, such as the type and condition of the surface, weather conditions, altitude above the sea level and land diversity. More and more competitors make their participation in a race subject to the fact that they can achieve points in the ranking. The organisers of this year's *Tri-City Ultra Track*, allocated the numbers based on the ITRA ranking to the first 190 competitors from the start list.
3. The development of the policy of the environment protection. Creating the guidelines for the organisers and the competitors in this regard. Educational and awareness campaigns targeting especially the people who begin their adventure with trail running
4. Improvement of the runs evaluation system in terms of the assessment of the quality and safety of the running events organisation.

Expansionary activity of ITRA arouses controversy, especially among the organisers and runners from the USA, who are worried about the excessive commercialization of trail running, which in their opinion is contradictory to the original ideas of the ultra runs (Ultra168).

The excessive control, which ITRA wishes to have over each aspect of running, is a cause for concern. The side effect of these activities can be the extensive bureaucracy, which will mean the increase of the costs for the organisers and competitors associated in ITRA. These are the

most significant problems that can affect this organization in the future. *Trail-running* will undergo a further reorganisation in the next few years with the integration of the national and international structures. That leaves an open question as to whether trail running will maintain its previous *outdoor* atmosphere, which is more like on a tourist rally, or a scout camping, rather than loud, colourful and “rich” triathlon competition. According to many experienced competitors, the “cult” and very popular Butcher’s Run has already been faced with this dilemma.

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