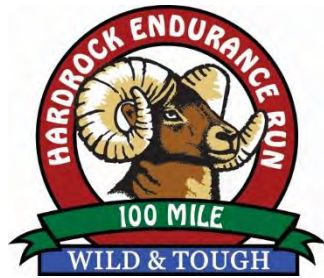


For Immediate Release



## ***Suunto Partners with Hardrock Hundred Mile Endurance Run***

***Suunto becomes a Diamond Level Partner for the iconic 100.5-mile Colorado ultramarathon***

**SILVERTON, Color. (September 26, 2019)** – The Hardrock Hundred Mile Endurance Run is proud to announce a three-year partnership with Suunto, a global leader in sports precision instruments. With the announcement, Suunto becomes a Diamond Level Partner as well as the exclusive sports watch of the Hardrock Hundred Mile Endurance Run, the iconic 100.5-mile ultramarathon in the San Juan Mountains of Colorado.

“We are thrilled to welcome Suunto to the Hardrock family,” said Dale Garland, run director of the Hardrock Hundred Mile Endurance Run. “We are excited for the long-term commitment of Suunto to Hardrock—we share similar ideals and both value the traditions that the Hardrock Hundred Mile Endurance Run was built upon.”

Every July since its founding in 1992, the Hardrock Hundred Mile Endurance Run traverses the scenic and rugged San Juan Mountains, connecting the historic mining towns of Silverton, Ouray, Telluride and Lake City while honoring the memory of the miners who lived and worked there. The ultramarathon boasts 33,992 feet of climbing and descent, for a staggering total elevation change of 67,984 feet. With competitors running at an average of 11,000-plus feet of elevation, this course is designed to provide extreme challenges in altitude, vertical climb and remoteness.

Because of the importance of possessing mountaineering, wilderness survival and navigation skills at the event, the Hardrock organizers saw Suunto as the ideal partner for the 2019 season. Suunto boasts an extended offering of navigational and multisport tools, including the Suunto 9 Baro watch offering a 120-hour battery life in GPS mode, navigation capabilities and training features making it the ideal companion for Hardrockers.

“Hardrock is one of those events that has it all—rich history, an incredible course and an extremely high level of competition—and we’re proud to be able to join hands to continue building on that energy and community,” said Caleb Whittle, marketing manager for Suunto in the Americas.

Founded in 1936, when Finnish orienteer and engineer Tuomas Vohlonen invented the mass production method for the liquid-filled compass, Suunto has for 80 years been at the forefront of design and innovation for sports watches, dive computers and sports instruments used by adventurers all over the globe.

For more information about Suunto, please visit: [www.suunto.com](http://www.suunto.com)

For Suunto media inquiries, please reach out to Account Manager, Emily Banks: [Emily.banks@rygr.us](mailto:Emily.banks@rygr.us)

To learn more about the Hardrock Hundred Endurance Run and see stunning photography from past events, please visit: [www.hardrock100.com](http://www.hardrock100.com)

For additional Hardrock inquiries, please contact:

Dale Garland, Run Director, [dale@hardrock100.com](mailto:dale@hardrock100.com) 970-259-3693

Oliver Fischer, Media Coordinator, [oliver@hardrock100.com](mailto:oliver@hardrock100.com) 720-419-5679

###

**About Suunto:** *Suunto was born in 1936 when Finnish orienteer and engineer Tuomas Vohlonen invented the mass production method for the liquid-filled compass. Since then, Suunto has been at the forefront of design and innovation for sports watches, dive computers and sports instruments used by adventurers all over the globe. From the highest mountains to the deepest oceans, Suunto physically and mentally equips outdoor adventurers to conquer new territory.*

*Suunto's headquarters and manufacturing plant is in Vantaa, Finland. Employing more than 400 people worldwide, Suunto products are sold in over 100 countries. The company is a subsidiary of Amer Sports Corporation along with its sister brands Salomon, Wilson, Atomic, Arc'teryx, Mavic and Precor. [www.suunto.com](http://www.suunto.com)*

**Suunto Contact:**

Emily Banks

[Emily.banks@rygr.us](mailto:Emily.banks@rygr.us)

970-924-0704 ext: 103