

## PRESS RELEASE

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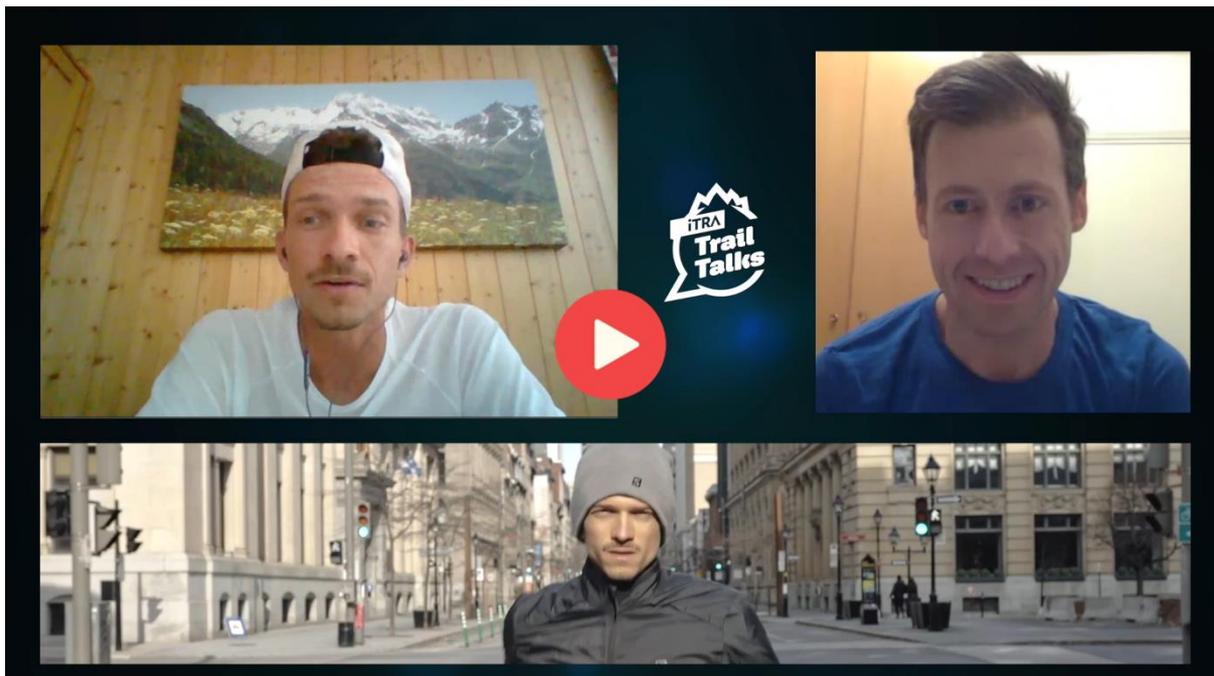
Contact: Astrid Renet  
[astrid.renet@itra.run](mailto:astrid.renet@itra.run)

### ITRA TRAIL TALKS

Discover the first episode of ITRA Trail Talks. Mathieu Blanchard and Wong Ho Chung, two inspiring Trail Running athletes, are interviewed by Jeff Campbell and share their experiences and advice.



[WATCH THE #1 VIDEO](#)



**Discover on Youtube and Spotify  
the first episode of the ITRA Trail Talks**

Youtube: <https://www.youtube.com/watch?v=ZWFDIYvaBOE>  
Spotify: <https://open.spotify.com/show/6grvoPgRJBbICMoMuTszh3>

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### More Info



Famous French ultra-runner **Mathieu Blanchard**, the FKT holder record for the GR A1 in North America (650km completed in 7 days 12 hours and 2 minutes!)

Mathieu has also won several important races like Harricana, the Québec Mega Trail, The North Face Endurance Challenge New York, and Cappadocia and he got an ITRA Score of 904 when he won 3rd place in the UTMB® race! (more info on Instagram: [@mathieu\\_blanchard](https://www.instagram.com/mathieu_blanchard))



Hong Kong's **Wong Ho Chung** will also participate in this discussion. Chung is not only one of the dominant trail runners in Asia with numerous wins but has also represented Hong Kong in the Trail World Championships.

Chung is the record holder for the grueling Hong Kong's Four Trails Challenge, and he has also achieved excellent international results with top 10 finishes in the Ultra-Trail® World Tour and in the 2017 Xterra Trail World Championships in the US. (more info on Instagram: [@hochungw](https://www.instagram.com/hochungw))



**Jeff Campbell** is a Canadian Trail runner based in Hong Kong and his favorite distance is the 50k (past winner at The North Face 50 HK, 7th at Cortina Trail @ Lavaredo, 11th at Transgrancanaria Advanced), but he has run everything from 100km to Vks.

Outside of running, he works full-time as a lawyer and lives in Hong Kong with his wife, daughter and goldendoodle. (more info on Instagram: [@documentedmigrant](https://www.instagram.com/documentedmigrant))

#### About ITRA:

Founded in 2013, ITRA (International Trail Running Association) is the leading reference organization for trail running globally, providing services to individual trail runners and trail running organizations. ITRA is also the sole representative of Trail Running with the world governing body of our sport, World Athletics (WA)

With over 150,000 runner and organizer accounts, ITRA ranks **2 million** runners from 163 countries with its Performance Index (PI). There are nearly 8,000 trail races listed in ITRA's event calendar.

For more information about ITRA please visit our website [www.itra.run](http://www.itra.run).

#### Media Outreach:

Contact Astrid Renet, Communication Manager at [astrid.renet@itra.run](mailto:astrid.renet@itra.run)