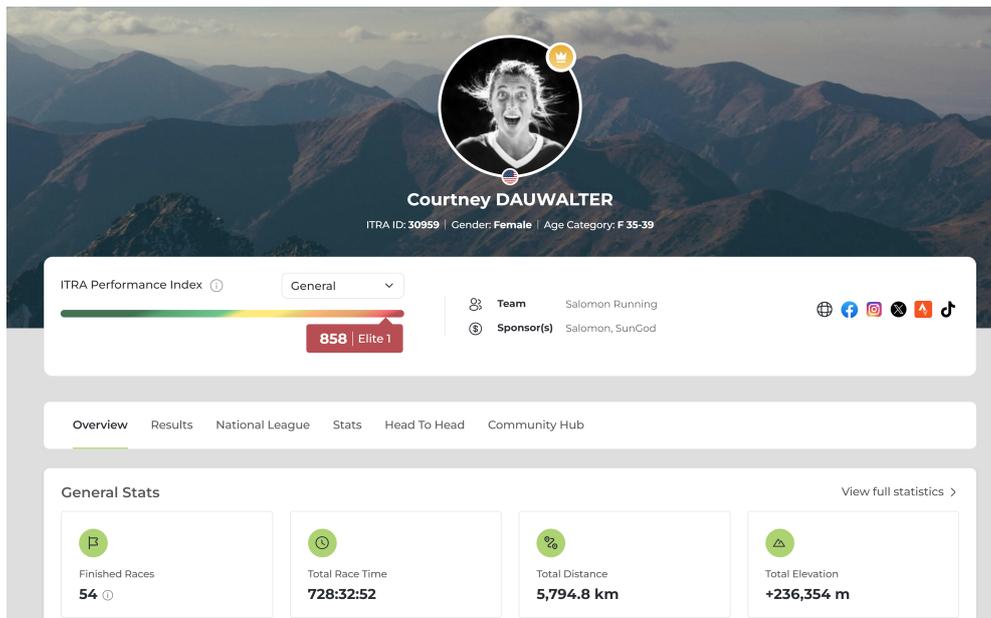


ITRA Unveils Brand New Runner Profiles and New Community Hub

Discover Powerful New Tools, Personalised Insights and a Dedicated Space for Trail Runners



The International Trail Running Association (ITRA) is thrilled to introduce its brand new runner profiles, an exciting upgrade that enhances both the look and usability of our platform. This significant update brings an array of new features designed to provide runners with unprecedented access to their performance data and a seamless user experience.

With our new features, users can dive deep into their race scores, track performance trends, and keep a close eye on their Performance Index over time. Whether you're checking your National League standings or searching for local races, the new runner profiles put your essential stats right at your fingertips.

Key New Features

Enhanced Statistics

Runner profiles now offer personalised statistics tailored to your age group, gender, location, and preferred distance category. Plus, you can seamlessly monitor your current and past National League performances directly from your runner space, giving you a comprehensive view of your progress and achievements.

Upgraded Runner Profiles

We've significantly upgraded our individual runner profiles. You can now personalise your profiles with club affiliations, social media links, personal details, and a profile image. This

enhancement allows you to share your trail running journey with a global audience and connect more deeply with the community.

Introducing the 'Head-to-Head' Feature

One of the most exciting additions to the new runner profiles is the 'Head-to-Head' feature. This innovative tool lets you compare your stats with another athlete, providing detailed insights into how you measure up. Whether you're looking to outpace a competitor or simply curious about your standing among the world's top athletes, 'Head-to-Head' delivers valuable and fun insights.

Launch of the ITRA Community Hub

Alongside the upgraded profiles, ITRA is proud to introduce the brand new Community Hub, exclusively for ITRA subscribers. This vibrant space is dedicated to fostering knowledge-sharing within the trail running community. The Community Hub offers access to expert articles, training tips, and inspiring stories. Additionally, subscribers enjoy exclusive offers from top brands like Maurten, making this hub a valuable resource for every trail running enthusiast.

“This important upgrade of tools and resources is a big step forward in our promise to support runners. As the trusted partner of trail runners everywhere, we aim to provide valuable information and services. The new runner profiles and Community Hub represent giant strides in our mission to give trail runners the support and resources they need to succeed.” Janet Ng, ITRA President.

These updates underscore ITRA's dedication to empowering runners by bringing all of their stats into one easy-to-use place. From tracking progress to connecting with fellow athletes, ITRA continues to lead the way in delivering comprehensive and user-friendly resources for the global trail running community.

The new runner profiles and Community Hub are now live and available to all ITRA users. Join us today to experience the future of trail running.

About ITRA – the International Trail Running Association

Founded in 2013, the ITRA (the International Trail Running Association) ranks more than 3 million trail runners from all over the world. With a community of 300,000 trail runners and 6,500 event organizers from over 160 countries. ITRA is the leading reference organization for trail running globally, providing services to individual trail runners and trail running organizations, as well as international leadership for the sport. For more information about ITRA please visit our website www.itra.run.

For media enquiries, please contact:

marketing@itra.run

Izzy Chanel - Digital Marketing and Communication Specialist

Download photos from ITRA [here](#).

Download photos of our new Runner Profiles [here](#).