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**The North Face 100 and Scenic World announce new partnership**

We are excited to partner together in the evolution of an event that has enriched thousands of lives over the past 7 years.

On May 17, 2014, the globally iconic The North Face 100 ultra-trail marathon will for the first time start and finish at Katoomba's Scenic World, one of Australia's premier eco-tourism destinations.

Throughout the early hours of the morning, cheered by support crews, friends, and family, close to 2,000 local and international runners will set off in waves. Carrying only water, survival essentials, and nervous anticipation, their respective distances of 50 and 100km will take them through the stunning sandstone canyons, eucalypt valleys, and breathtaking ridge top panoramas of the Blue Mountains World Heritage Area in a unique fusion of athleticism, environmental immersion, and self-fulfilment.

Of course, with over 4,000 metres of ascent throughout the day and a 220 metre climb to the finish line, the scenery won't be the only thing taking people's breath away.

Jointly, as organisers and hosts, we are excited to usher this momentous new stage in the life of Australia's best loved trail race as an opportunity to share the world class facilities of Scenic World and one of Australia's most spectacular travel destinations with a new wave of Australian and international guests.

Together, we look forward to creating the weekend adventure of a lifetime for all participants in The North Face 100, 2014.

**For any media enquiries:**

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