



For Immediate Release



Ragnar and Running Room Bring Overnight Relays to Canada

Ragnar launching series of Canadian events starting with Reebok Ragnar Niagara May 19-20, 2017

SALT LAKE CITY — (September 12, 2016) Ragnar, the premier overnight running relay series and Canadian retailer, [Running Room](#), recently signed a multi-year partnership to expand the relay series into Canada. Launched last month, [Reebok Ragnar Niagara](#) is the first of several Canada-based overnight relays coming to the country in 2017. As the official “Run Specialty Retailer” for the Ragnar series in Canada, Running Room stores will host in-store events throughout the year including pre-race parties to improve runner experience, and provide Running Room customers the opportunity to participate in this growing run format.

“Working closely with leading expert running retailers such as Running Room enhances the experience for each of our participants from training to the finish line,” said Chris Infurchia, CEO Ragnar Relay. “This partnership will provide participants with exclusive access to information, training helps and gear as they prepare the Ragnar experience.”

Founded in 2004, the [Reebok Ragnar Relay](#) series is an overnight running relay race where teams of six or 12 pile into two vans and tag team running 300(ish) km, day and night. Each participant runs five to ten kilometers making it the perfect race for both novice and elite runners.

The first Canadian Ragnar road relay occurred in 2013 with thousands of runners finishing the 300-km relay at Niagara Falls. Ragnar is returning to its course May 19-20, 2017 taking teams through the most breathtaking parts of Ontario beginning in the quaint town of Cobourg and concluding at the majestic Niagara Falls. [Registration](#) is now open for teams priced for both Canadian and U.S. markets. Following registration, all team captains will be gifted a pair of Reebok running shoes and an opportunity to participate in the development, testing and validation of key Reebok footwear technologies to be released as early as Spring Summer 2017. This is a part of the Reebok’s overall mission to continue to change the way that people perceive and experience fitness (physical, mental, social) with running at the core of fitness.

In the near future Ragnar will launch additional road relays in the country as well as expanding its Ragnar Trail Relay series to include several Canadian locations. The series currently offers 195 km overnight races on some of the most scenic trail loops in the United States. When not on the trail, teammates cheer on their runners, curl up under a bed of stars, enjoy campfires with s’mores and movies, and make new friends at Ragnar Village.



“We are excited to partner with Reebok Ragnar Relay to bring this unique series to Canada,” said John Stanton, founder of Running Room. “This is a first class event that we highly anticipate great interest from Running Room customers and runners across Canada.”

About Ragnar

Based in Utah, Ragnar is the largest overnight running relay series in the world. Traversing inspiring and scenic destinations around the United States, these events make testing your limits a team sport. In the Reebok Ragnar Relay series, teams of 12 run a 200-mile relay over two days and one night; in Ragnar Trail Relays, teams of 8 run a 120-mile trail relay over the same time span. The more than 100,000 runners that participate each year embrace their inner wild to conquer what they thought impossible; sacrifice sleep for unforgettable moments and cross the finish line to receive our glorious finisher medals ([Relay / Trail](#)) and coveted [Double Medals](#).

Co-founded in 2004 by Ragnar President, Tanner Bell, the company began as a single relay from Logan to Park City, UT and has grown to include 18 Ragnar Relays and 19 Ragnar Trail Relays with more locations coming online every year. Engage with us on Twitter [@RagnarRelay](#) or on Facebook [@TheRagnarRelaySeries](#) and [@RagnarTrailRelays](#).

About Running Room

The Running Room is proudly a family-owned company. It originated in 1984 out of founder John Stanton's wish to purchase quality running shoes from someone knowledgeable about the sport. New to the sport of running, John had a thirst for knowledge as well as a desire to buy the right product. This entrepreneurial retailer decided to fill a niche in the marketplace by opening a small one-room store in the renovated living room of an old house in Edmonton, hence the name, "Running Room." The concept was highly successful, and the stores have since expanded to over 117 locations across Canada and the United States.

Media Contacts:

Elise Timothy, Ragnar
media@ragnarrelay.com

Jarina Yeung, Running Room
JYeung@runningroom.com