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## **HSM expands and takes over Matterhorn Ultraks**

**Rickenbach LU - The trail running event Matterhorn Ultraks in Zermatt from 25 - 27 August 2023 enjoyed growing popularity also at its 11th edition. Human Sports Management (HSM) from Rickenbach LU is now responsible organising the unique trail run with international appeal in a unique alpine setting.**

As an attractive challenge for endurance athletes with a fantastic scenery, the Matterhorn Ultraks fits perfectly into HSM's range of events. The Matterhorn Ultraks, held for the first time in 2013, appeals to all performance levels and is already established in the international race calendar therefore the timing of the takeover for further development could not be more ideal.

### **Important strategic step towards number 1**

HSM is a leading agency for the marketing and organisation of high-quality mass participation sports events. HSM's successful events include the OCHSNER SPORT Zurich Marathon, the Switzerland Marathon Light, the Aargau Half Marathon, the CIC ON Swiss Bike Cup and the Cyclotour du Léman. With this expansion HSM is taking another strategically important step towards its goal: to become the number 1 in the field of mass participation sports events in endurance sports such as running, cycling and MTB.

### **Enormous development opportunities**

«The Matterhorn Ultraks is ideally located in terms of timing and geography and complements our portfolio. In addition, the destination of Zermatt with the Matterhorn speaks for itself » says CEO Armin Meier about the motives for the takeover. «We see great opportunities to address our existing running community on the one hand and on the other hand to inspire endurance athletes for the Matterhorn Ultraks who are not yet in our database ». The potential in the trail running scene is promising, as the discipline is relatively young, says Armin Meier. In fact the International Association of Athletics Federations (IAAF) only officially incorporated the discipline in 2015.

Sandro Steimer, COO at HSM, is focusing on the international community regarding the targeted increase in participants: «The Matterhorn Ultraks with the magical attraction of the Matterhorn has enormous development potential in the future. Thanks to this charisma we can also focus on international participants in the attraction of participants ».

### **Smooth handover**

A smooth handover from the original to the new organization is guaranteed. Zermatt mountain guide Simon Anthamatten from the founding team will remain loyal to the Matterhorn Ultraks with his broad range of experience and the knowledge of a «Local». Simon Anthamatten is part of the new team.

## **About Human Sports Management AG**

HSM is the leading agency for the marketing and organisation of high-quality mass sporting events. HSM develops regional events with a focus on the sports of running and cycling into nationally and internationally unique, successful and centrally managed mass sports platforms. The agency, founded in 2015, aims to inspire as many people as possible for sport with top-organised events (#wemoveyou).

HSM is owned by founder and CEO Armin Meier and PHIDA Groupe SA, which also owns the market leader in Western Switzerland, Grand Chelem Event SA. HSM maintains close and constructive cooperation with the latter at various levels.

HSM organises, among others, the CIC ON Swiss Bike Cup, the Cyclotour du Léman, the Switzerland Marathon Light, the Aargau Half Marathon and the OCHSNER SPORT Zurich Marathon.

### **Link to free image download:**

<https://www.swisstransfer.com/d/884f15b7-86bf-40e5-ad46-686dbc4b5983>

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