



SHANGRI-LA Marathon

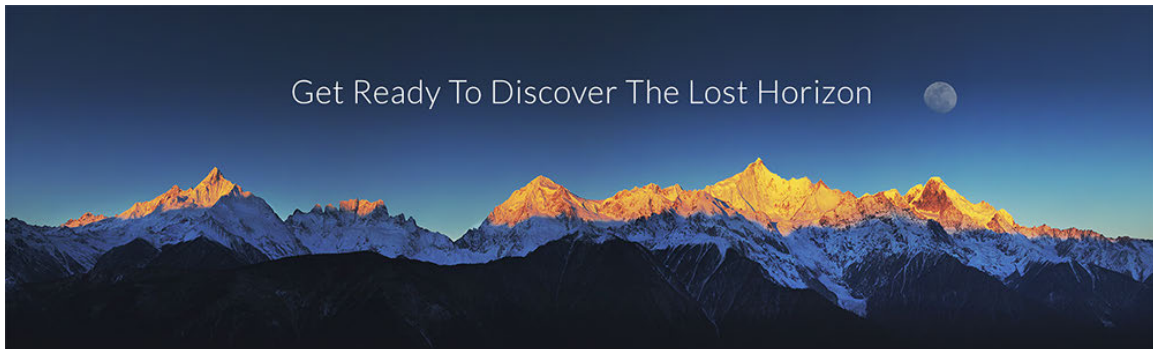
The Lost Horizon

Shangri-La Marathon
Contact: Terry Majamaki
(310) 954-7977
run@shangri-la-marathon.com

FOR IMMEDIATE PRESS RELEASE

Announcing the Inaugural Shangri-La Marathon & Ultra race in China

LOS ANGELES - New Global Adventures, LLC in partner with New Yunnan Culture Media Company officially announce the Inaugural [Shangri-La Marathon & Ultra](#) race, a new challenging adventure race held annually on the grand Himalayan Mountains in the Yunnan Province of Southern China. The mythical land of Shangri-La is the novelist James Hilton's fictional account of the legendary Tibetan paradise Shambala. This race has been created to bring the world of international runners to experience these beautiful exotic and mythical lands of China while running a challenging mountain race.



"The climb up the mountain track was really tough, but hitting the ridge-line and the first glimpse of the snow peaks made it all worth while. It's a moment I'll never forget." said Australian adventure runner Brendan Smith.

Featuring a challenging trail [course](#) with 100k, 50k ultramarathon, 42k full and 21k half marathon distances for runners to race. The course elevation combined climb and descent ranges from 1,775m (5,823ft) to 5,288m (17,350ft) depending on the distance run. All runners will experience over a strenuous 1,000m (3,300ft) climb in the first 5k from the course start. [Watch course fly through video](#) to get a preview of the challenge.

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The event takes place from April 24th - 26th in 2015, with the race day on the 25th. Located on the Meili Snow Mountains, often referred as Kawagarbo by local natives, these virgin mountains are part of the grand Himalayan Mountains of China.

[Registration](#) is now open, it includes round-trip transportation from the city of Shangri-La to the remote race location (approx. 6-hours away), 2-nights camping with amenities and a team chef will be onsite to cater for runners.

Created by running enthusiasts and organizers who experienced the mythical location, they were inspired to share that experience with runners.



“Runners’ love being outdoors, they love to run new exotic locations, this race brings them to experience that magic while running a very challenging, yet fun race. We invite runners to come run the Shangri-La Marathon & Ultra and discover The Lost Horizon!” said race director Terry Majamaki.

The event is currently seeking sponsorship and partners that wish to have their brand and products associated with and presented at the event to international runners. Please contact us for inquiries. Shangri-La Marathon & Ultra is available online at Shangri-La-Marathon.com and [Facebook](#), [Twitter](#), and [Instagram](#).



ABOUT: After helping to organize the Great Wall of China Marathon, Southern California based New Global Adventures, LLC has partnered with New Yunnan Culture Media Company in Kunming China to create a series of unique adventure race experiences in China. A country with an abundance of beautiful locations that many do not know exists, these races help bring the world of runners to experience them. The partnership currently has two races; the [Shangri-La Marathon & Ultra](#) and the [Yunnan • Qiubei International Marathon](#), with more planned for 2016 and beyond.

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