

GRAVELANZA

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GRAVELANZA: THE EVENT CELEBRATING "GRAVEL RUNNING"

3 races of 7, 16, and 24 km on June 13 and 14 in the Meudon Forest, just outside Paris.



Annecy, FRANCE — April 2026 — Salomon is partnering with the event engineering agency Playground to launch GRAVELANZA, an event celebrating Gravel Running, taking place on June 13 and 14, 2026, in Paris, at the heart of the Meudon Forest.

More than just a race, this event redefines the rules of running and marks the official launch of a new global circuit, combining athletic performance, lifestyle, and the celebration of Gravel Running. Two additional GRAVELANZA editions will take place in 2026 in London and Los Angeles.

The concept is built around a dynamic format designed to maximize interaction, where runners repeatedly converge at the central village—the heart of the event. This setup transforms the race into a true open-air theater, allowing spectators to follow the athletes' progress in real time and experience the excitement of their repeated passes.

The course goes beyond paved roads, drawing on the diverse terrain of Meudon, from forest undergrowth to the prestigious Observatory Terraces.

- **The sporting challenge:** distances designed for both speed and enjoyment, with 7, 16, and 24 km courses.

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- **The spectator experience:** unlike traditional races where runners disappear for hours, GRAVELANZA offers constant visibility for the public, who are expected to turn out in large numbers.
- **An immersive spectacle:** with qualification formats inspired by speed sports and a dedicated run club race, GRAVELANZA introduces new formats blending running and entertainment.

Set on the heights of Meudon, the event leverages an exceptional setting and carefully planned logistics. The event village, both chic and festive, will feature:

- **Activities & workshops:** dive into Salomon's DNA with a space dedicated to innovation and product testing for the Gravel Running range, as well as a fully dedicated wellness zone with professionals (physiotherapists, osteopaths) to support optimal recovery.
- **Lifestyle & music:** live concerts and a premium culinary experience to extend immersion.
- **Sustainability commitment:** eco-responsibility is at the core of GRAVELANZA. Salomon's sustainable DNA and Playground's recognized expertise—certified ISO 20121—ensure a state-of-the-art responsible event.

GRAVEL RUNNING: THE 2026 TREND NOT TO MISS

Gravel Running is emerging as the hybrid discipline of 2026. Neither entirely road nor trail, it responds to a striking trend: in 2026, it is estimated that 40% of new runners are moving away from extremes (hard asphalt or overly technical mountain trails) in favor of smoother, nature-based routes.

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ABOUT SALOMON

Salomon is the modern mountain sport lifestyle brand creating innovative, premium and authentic footwear, apparel and winter sports equipment in the French Alps. We're more than innovators, we're futurists. We don't predict trends, we shape the future. At the Annecy Design Center, designers, engineers and athletes intersect to explore the white space of tomorrow and create the future of sports and culture.

ABOUT PLAYGROUND

Playground is an event engineering company specialized in sports, widely recognized for its expertise in consulting, planning, and coordination. ISO 20121 certified, Playground is now the leader in outdoor events in France, with more than 20 events and 250,000 participants each year.