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SIERRE  **ZINAL**® 
LA COURSE DES CINQ 4000

PRESS KIT
2026

WELCOME TO SIERRE-ZINAL 2026

It is our great pleasure to welcome you to the 53rd edition of the Race of the Five 4000s.

Blending tradition with innovation, Sierre-Zinal continues to inspire, unite and captivate runners and mountain enthusiasts from around the world in the heart of the magnificent Swiss Alps.



THE RACE'S HERITAGE

Founded in 1974 on the initiative of Jean-Claude Pont, Sierr-Zinal has established itself over more than five decades as one of the world's most iconic mountain races.

Known as the Race of the Five 4000s, it connects Sierr (570 m) to Zinal (1,680 m) over a demanding 31 km course featuring 2,200 metres of ascent, set against the spectacular backdrop of five legendary peaks: the Weisshorn, Zinalrothorn, Obergabelhorn, Dent Blanche and the Matterhorn.

Faithful to its original spirit, the event brings together thousands of runners every summer, from the world's best athletes to passionate amateurs eager to take on this unique Alpine challenge.

Held each August, Sierr-Zinal attracts an outstanding elite field and runners from across the globe, showcasing both the Val d'Anniviers and the Valais far beyond Switzerland's borders.

DID YOU KNOW?

Back in 1974, three women had already tested the course before the race was officially launched. For comparison, women were only officially allowed to compete in the Olympic marathon in 1984—ten years after the creation of Sierr-Zinal.

THE SPIRIT OF THE EVENT

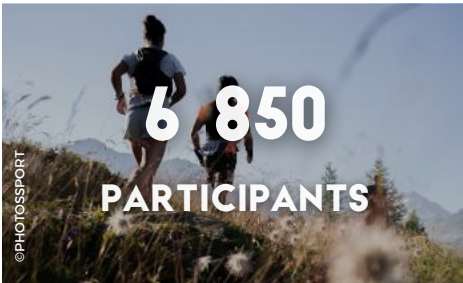
Sierr-Zinal is a truly inclusive race in the best sense of the word: welcoming, demanding and authentic, driven by the passion of everyone involved. It is a celebration of sport, shared emotions and unforgettable moments, experienced just as intensely by the world's elite as by the thousands of amateur runners and families who take part each year. Everyone follows the same course and shares the same experience, carried by the unique atmosphere created by hundreds of volunteers and the enthusiasm of the Valais crowd.

A KEY EVENT ON THE INTERNATIONAL CALENDAR

A legendary race and a must on the international trail running calendar, Sierr-Zinal is part of the Golden Trail World Series, bringing together the world's most prestigious races and the sport's leading athletes.

The race is also included in the WMRA Mountain Running World Cup, further confirming its status as one of the season's essential events for the world's elite mountain and trail runners.

AT THE HEART OF SIERRE-ZINAL



« Sierre-Zinal is one big volunteer family. You come to help... and you keep coming back every year. »

-Anna, volunteer



A strong local foundation: 720 volunteers, 20,000 spectators lining the course, and the mobilisation of the entire Sierre district make Sierre-Zinal far more than a race — it's a community effort.

**95.4% OF VOLUNTEERS
SURVEYED WOULD RECOMMEND
VOLUNTEERING AT SIERRE-ZINAL
TO A FRIEND.**



52 team leaders
600 volunteers in 2023

WHEN A LEGEND BECOMES A MEDIA

2025 IMPACT AT A GLANCE

TELEVISION



6h20
of total TV
coverage



4h16
of live race
coverage



**3,1
million**
unique
viewers



474,000
peak live
audience



©PHOTOSSPORT

PRESS & DIGITAL



194
articles and
publications



54
media outlets



90
countries
reached



48 900
followers



5
languages



**400
million**
potential media
impressions



**1
million**
annual website
visits



32 000
followers



GTWS
SALOMON | kinomap



 **UBS** × **SALOMON**

SIERRE ZINAL[®] 
LA COURSE DES CINQ 4000

SAMEDI 8 AOÛT 2026

**FOLLOW THE RACE LIVE BROADCAST LIVE
IN MORE THAN 90 COUNTRIES AND 51 LANGUAGES.**

SIERRE-ZINAL

THE SWISS RACE THAT SPEAKS TO THE WORLD

Since 2018, Sierre-Zinal has carved out a unique place on the international trail running scene. Deeply rooted in the Valais, followed across five continents, recognised by the sport's leading circuits and now reaching audiences far beyond Europe, the race continues to grow while staying true to its origins.

LIVE
2025

6h20

of total coverage including

4h16

of race coverage



LIVE
2026

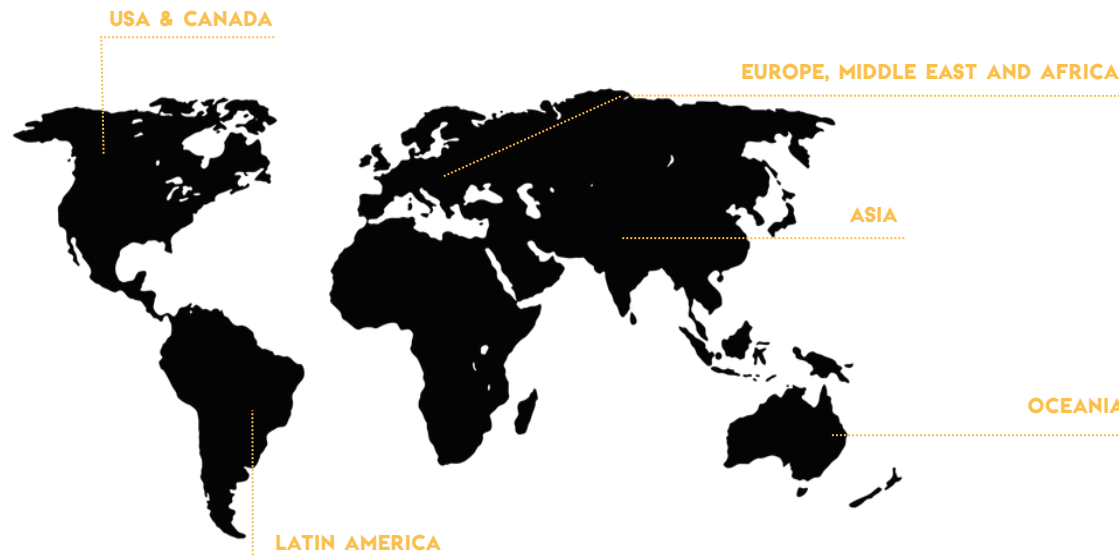


100 COUNTRIES
5 CONTINENTS
40 LANGUAGES

LA COURSE
EN LIVE

EUROSPORT RTS

Broadcast through Eurosport, TNT Sports, Max/HBO Max, discovery+, SSR, Canal9, and an extensive network of international broadcast partners. The race will also be replayed on YouTube, while highlights will be distributed through partner broadcasters. Live coverage will be shown on giant screens in Sierre, Chandolin, Tignousa and Zinal, allowing spectators on site to follow every key moment of the race.



Sierre-Zinal has never needed to change its soul to grow. The course remains unchanged, the Five 4000s still watch over the athletes, and the finish in Zinal continues to deliver the same unforgettable emotion.

Yet the Race of the Five 4000s occupies a unique place on the international stage: a Swiss race that successfully brings together the heritage of mountain running and the spectacular energy of modern trail running.
Local at heart. Global by nature.

SINCE 2018

**THE ONLY SWISS RACE AT THE
CROSSROADS OF TWO PRESTIGIOUS
INTERNATIONAL CIRCUITS.**

**GOLDEN
TRAIL
WORLD
SERIES**

**WMRA
MOUNTAIN
RUNNING
WORLD CUP**



THE VENUE IS EVOLVING, THE SOUL OF THE RACE REMAINS

A NEW START AREA

UNCHANGED



RACE TIMES

The City of Sierre, the Municipality of Anniviers and the Sierre-Zinal organising committee have entered into a tripartite agreement for the redevelopment of the race start area. The agreement provides for a balanced distribution of responsibilities between the three parties and was officially approved at the General Assembly on 28 April 2026.

— 2026

PLAN B

A FULLY OPERATIONAL TRANSITION PLAN

The 2026 edition will operate under a fully functional transition plan located in the immediate vicinity of the historic start site. The official timing will begin at exactly the same location as it has since 1974, ensuring that all race times remain strictly unchanged.

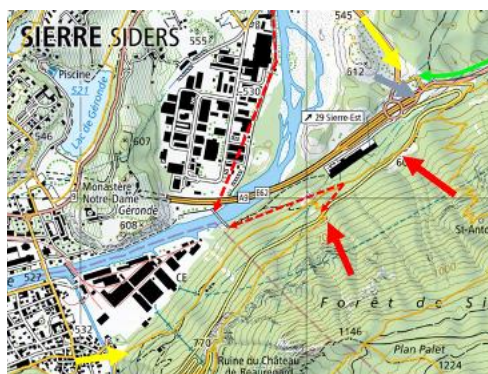


— 2027

PLAN A

THE PERMANENT START AREA

The new start venue, developed as part of the tripartite agreement, will come into operation from the 2027 edition. It reinforces Sierre-Zinal's strong local roots while offering a renewed experience for both participants and spectators.



— CALENDAR

PROJECT TIMELINE

— LATE 2023

Motorway construction constraints identified.

— THROUGHOUT 2024

Assessment of alternative solutions.

— MARCH 2025

Project presented to the municipalities and the Canton.

— JULY 2025

Planning application submitted with no objections; additional submission in January 2026.

— MARCH 2026

Final approval and tender process.

— APRIL 2026

Contracts awarded and funding plan finalised.

— MAY 2026

Construction work begins.

WHAT'S NEW IN 2026

THREE MAJOR DEVELOPMENTS FOR THE 53RD EDITION



LOTTERY-BASED

ENTRY SYSTEM

In response to demand that continues to far exceed the number of available entries, the organisers have introduced a new registration process, replacing the traditional first come, first served system with a lottery. For the 2026 edition, registrations opened on 2 April, from 12:00 pm to 6:00 pm, with the draw results announced the following day. The 700 priority entries reserved for residents of the District of Sierre (opened on 14 February) were fully allocated.



ELITE WOMEN'S START

10:30 AM

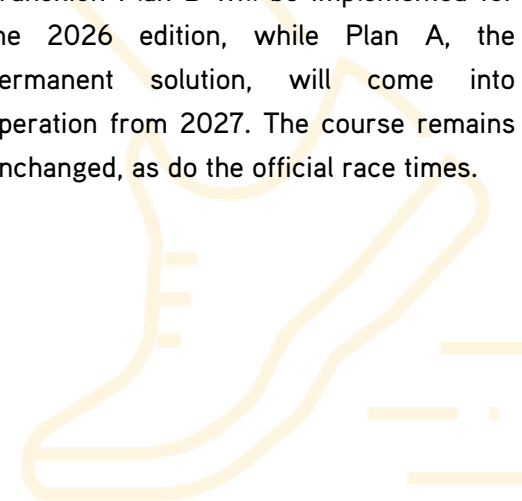
With a dedicated start at 10:30 am, Sierre-Zinal enhances the visibility of the women's race, provides optimal racing conditions and offers media exposure that reflects the level of performance delivered by the world's best female athletes.



NEW START AREA

See the previous page.

Transition Plan B will be implemented for the 2026 edition, while Plan A, the permanent solution, will come into operation from 2027. The course remains unchanged, as do the official race times.

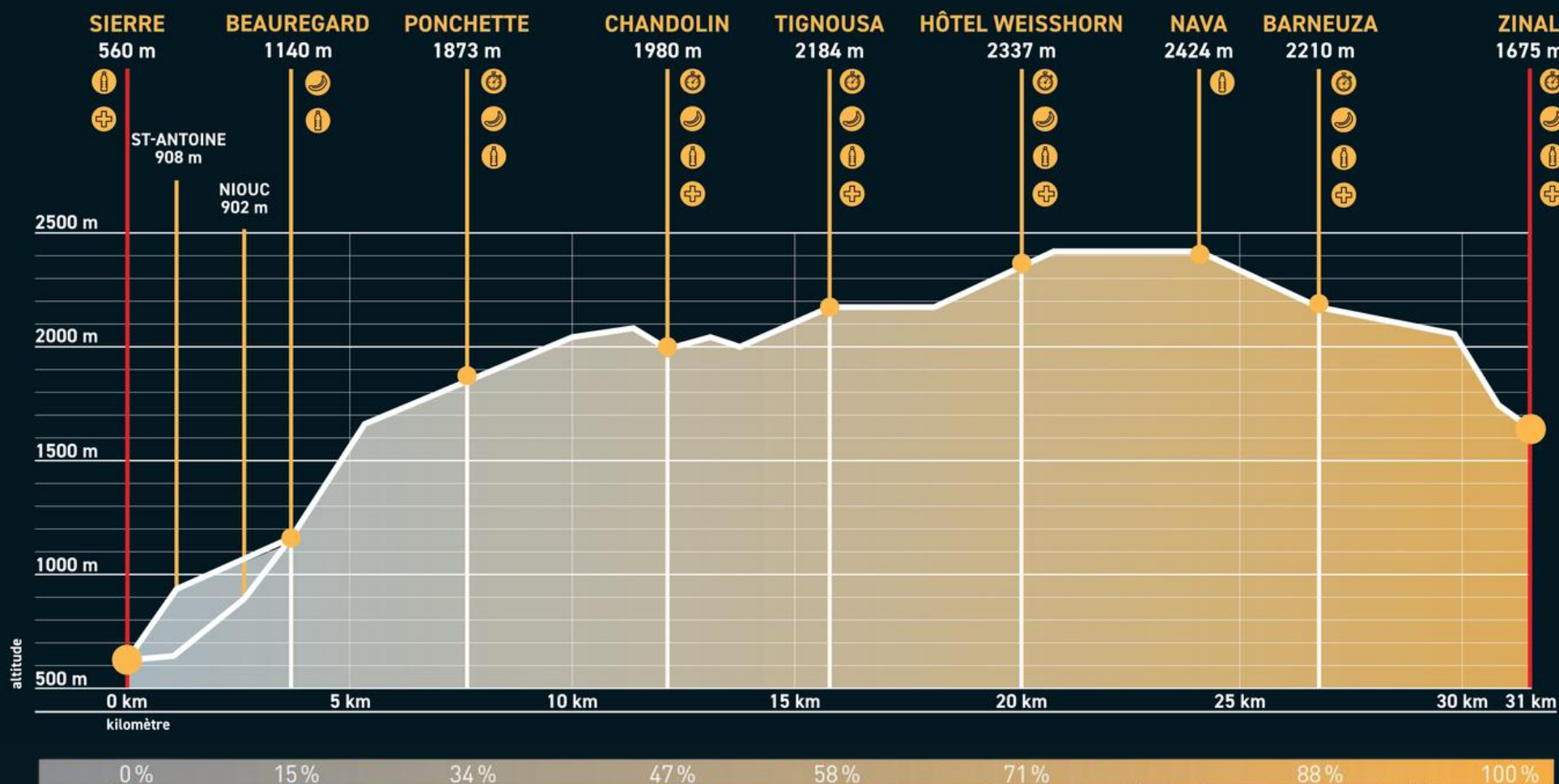


THE RACE


31 KM


+2 200 M


-1 100 M



3D COURSE MAP



A steep and demanding opening climb through forest trails.



A spectacular high-altitude traverse beneath the Five 4000s, combining singletrack sections with faster, runnable terrain.



A fast, technical final descent into Zinal.



The diversity of the terrain, breathtaking Alpine scenery and constant changes of rhythm make Sierre-Zinal a race that is as physically demanding as it is tactically challenging.



THE RACE OF THE FIVE 4000S

Sierre-Zinal is unlike any other race. It is defined by a unique atmosphere, an emotion that can be felt from the very first hours of the day, and a challenge that so many runners dream of taking on.

It is also a historic 31 km race, firmly established on the international calendar and deeply rooted in its region thanks to the support of local authorities, partners and 720 volunteers.

Year after year, the event sells out and attracts an exceptional elite field, while preserving its unique spirit—a blend of sporting excellence, conviviality and a true celebration of mountain running.

For more than fifty years, Sierre-Zinal has continued to evolve without ever losing what makes it unique: an iconic course, an organisation driven by passionate people, and an experience shared by the world's best athletes and amateur participants alike.

WORLD-CLASS CIRCUITS & ELITE ATHLETES

Internationally recognised for its unique course profile, Sierre-Zinal demands exceptional versatility: a steep opening climb, a long high-altitude traverse combining runnable sections with constant changes of rhythm, followed by a fast and technical descent into Zinal.

This diversity attracts specialists from trail running, mountain running, skyrunning, road running, orienteering and even Nordic skiing.

Sierre-Zinal is part of both the Golden Trail World Series and the WMRA Mountain Running World Cup, two circuits that bring together the world's leading athletes each season.

OPEN TO ALL

One course. One mountain. One shared experience.

Sierre-Zinal brings together international elite athletes, Racers, Tourists, Juniors and Children for an entire weekend dedicated to mountain sport.

AN EXCEPTIONAL INTERNATIONAL FIELD

46 ATHLETES TO WATCH, INCLUDING RACE WINNERS, CHAMPIONS AND SOME OF THE BIGGEST NAMES IN WORLD TRAIL RUNNING

True to its reputation, Siere-Zinal will once again welcome an exceptionally strong international field in 2026. Race winners, mountain running champions, Golden Trail World Series stars, road running specialists, orienteers and cross-country skiers will all line up for the 31 km Race of the Five 4000s. The final start list remains subject to change until the days leading up to the race.

TEN WOMEN TO WATCH

Maude Mathys – Switzerland

Siere-Zinal course record holder since 2019 (2:49:20) – 4-time Siere-Zinal champion

Oria Liaci – Switzerland

4th at Siere-Zinal 2025 (3:00:20) – Bronze medallist at the 2025 World Mountain & Trail Running Championships (Classic)

Caroline Kimutai – Kenya

Winner of Siere-Zinal 2025 (2:55:31)

Madalina Florea – Romania

3rd at Siere-Zinal 2024 (3:04:29) – 2025 Golden Trail World Series overall champion

Laura Hottenrott – Germany

5th at Siere-Zinal 2025 (3:00:30) – Runner-up at the 2026 European Uphill Championships – Marathon personal best: 2:24

Miao Yao – China

6th at Siere-Zinal 2025 (3:01:35) – China's top trail runner

Nienke Brinkman – Netherlands

Runner-up at Siere-Zinal 2021 – Marathon personal best: 2:22:51 (2022)

Jessie Diggins – United States

6 Overall Cross-Country World Cup titles, including 18 World Cup race victories
Olympic cross-country skier: 1 gold, 1 silver and 2 bronze medals (across four Olympic Games)

Anna Gibson – United States

2nd Borken Arrow 2023

Ruth Gitonga – Kenya

2025 World Mountain Running Championships silver medallist

TEN MEN TO WATCH

Philemon Kiriago – Kenya

Winner of Siere-Zinal 2023 and 2025

Fastest Siere-Zinal time ever, just one second off the course record (2:25:36 in 2024)

Adrien Briffod – Switzerland

4th at Siere-Zinal 2025 (2:32:06)

Elhousine Elazzaoui – Morocco

2025 Golden Trail World Series overall champion

Patrick Kipngeno – Kenya

Runner-up at Siere-Zinal in 2022, 2023 and 2025, and 3rd in 2024 (2:26:59)

Andreu Blanes – Spain

Winner of Siere-Zinal 2022 (2:29:19)

Brayan Rodriguez – Mexique

8th CM classic 2025

Martin Nilsson – Sweden

6th at Siere-Zinal 2025 (2:33:52)

Christian Allen – États-Unis

5th at World Cup 2023, 2:37 at Siere-zinal

Daniel Pattis – Italy

Runner-up at Zegama 2026

Taylor Stack – United States

3rd at Zegama 2026

5th at Broken Arrow 2026

SIERRE-ZINAL & THE GOLDEN TRAIL WORLD SERIES

A NATURAL PARTNERSHIP

Since the creation of the Golden Trail World Series by Salomon in 2018, Sierre-Zinal has been one of the cornerstone events of the international circuit.

The partnership is built on a shared ambition: to showcase the world's most spectacular mountain races, promote authentic, demanding and spectacular competition, and celebrate elite athletes while remaining firmly open to amateur runners.

Sierre-Zinal holds a unique place on the calendar. Established in 1974, it is one of the oldest and most iconic races on the circuit. Its distinctive course—combining a steep climb, a spectacular high-altitude traverse and a fast, technical descent—continues to attract the world's best athletes every year.

Joining the Golden Trail World Series has significantly expanded the race's international reach through global television and digital broadcasts, increased editorial coverage, documentary productions, greater appeal among elite athletes, and enhanced visibility for the Val d'Anniviers and the canton of Valais.

Proud to play a key role in the global vision of trail running promoted by the Golden Trail World Series, we fully appreciate the significance of this achievement:

«Sierre-Zinal: a local race that has become a benchmark event on the world stage.»

A strategic partnership delivering worldwide visibility. Since joining the Golden Trail World Series in 2018, Sierre-Zinal has experienced remarkable international growth.

AN ACCELERATOR OF

INTERNATIONAL RECOGNITION

The partnership with the Golden Trail World Series (GTWS) has given Sierre-Zinal unprecedented global exposure. Thanks to live broadcasts, feature reports, documentaries and social media, the race now reaches millions of trail running enthusiasts in more than 90 countries.

It has also attracted the world's leading athletes, firmly establishing Sierre-Zinal as a must-attend event on the international elite calendar. At the same time, registration demand continues to grow, reflecting the increasing enthusiasm of both amateur runners and the wider public.

Media coverage has expanded significantly across specialist publications, mainstream media and digital platforms, extending the race's audience far beyond the core trail running community. The partnership has also helped showcase the Val d'Anniviers and its exceptional natural heritage, further enhancing the region's international tourism profile.

As a result, Sierre-Zinal has evolved from being recognised as a legendary European race into a globally recognised event, while remaining true to its identity and values.

Today, Sierre-Zinal is part of both the Golden Trail World Series and the WMRA Mountain Running World Cup, bringing together the world's leading trail and mountain running athletes every season.

THE VAL D'ANNIVIERS

AN OUTDOOR PLAYGROUND

Nestled in the heart of the Alps, the Val d'Anniviers offers an exceptional setting for unforgettable experiences throughout the year. With 490 km of hiking trails, 200 km of mountain biking routes, 220 km of ski slopes and more than 150 km of trail running routes, outdoor enthusiasts will be spoilt for choice.

More than 150 events bring the valley's villages and mountains to life every year. From sporting challenges to traditional celebrations and gourmet festivals, every season offers new experiences and countless opportunities to discover the region.

Above all, the Val d'Anniviers is about creating lasting memories. Fourteen villages rich in history and tradition, together with the two mountain resorts of St-Luc/Chandolin and Grimentz-Zinal, offer breathtaking scenery, living heritage and an outstanding range of activities for a truly unforgettable stay.

In the Val d'Anniviers, there's always something to discover.

SIERRE & THE SURROUNDING REGION

A LANDSCAPE OF OUTSTANDING NATURAL BEAUTY

Sierre is blessed with exceptional natural surroundings, a rich local heritage and a renowned culinary tradition. Set between vineyards and mountains, the region enjoys one of the sunniest climates in Switzerland.



From the Finges Nature Park to Géronde Lake, via the historic bisses (traditional irrigation channels), the Sierre region is full of natural treasures waiting to be explored.

Discovering the region also means experiencing its local flavours. From award-winning wines produced on the sun-drenched hillsides to characterful Alpine cheeses, every taste is an invitation to experience the authentic culinary traditions of Sierre.

ST-LUC/CHANDOLIN

HEAD IN THE STARS

In St-Luc/Chandolin, enjoy skiing in a spectacular natural setting up to 3,000 metres on the sunny side of the Val d'Anniviers. With the funicular operating more than 300 days a year, there's always something to do: skiing, mountain biking, sledging, hiking along the Planet Trail, or discovering the François-Xavier Bagnoud Observatory.

GRIMENTZ-ZINAL

IN THE HEART OF THE PEAKS

Discover Grimentz-Zinal, a four-season destination at the foot of the Imperial Crown. Whether skiing in winter, enjoying blooming alpine landscapes in spring, hiking and mountain biking in summer, or admiring the colours of autumn, every season offers a unique mountain experience.

SIERRE & REGION

A WINE TOURISM DESTINATION

Thanks to abundant sunshine and exceptionally rich soils, the vineyards of the Coteaux de Siere produce wines of outstanding quality. Viticulture is an essential part of the region's cultural identity. The Wine Museum, located in Siere and Salgesch, explores the history, culture and traditions of wine-growing in Valais.

Must-See

François-Xavier Bagnoud Observatory

Perched at 2,200 metres above sea level, the François-Xavier Bagnoud Observatory is home to the largest Dobsonian telescope in French-speaking Switzerland. It marks the starting point of the Planet Trail, an educational hiking route inspired by our solar system.



Must-See

Espace Weisshorn

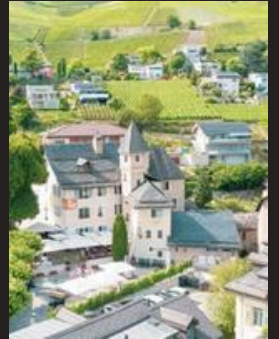
At 2,700 metres above sea level, Espace Weisshorn offers a unique gastronomic experience centred on seasonal cuisine and local produce. Nestled in the heart of the Imperial Crown, it perfectly combines nature, innovation and Alpine flavours.



Must-See

Château de Villa

Dating back to the 16th century, the Château de Villa showcases the flavours of the Valais region. It is home to a renowned restaurant, an impressive wine cellar and an immersive sensory experience. The wine cellar features 780 wines from more than 120 Valais wineries.



Hotel Weisshorn

A true haven for nature lovers, hikers and outdoor enthusiasts, the Hotel Weisshorn stands at 2,337 metres above sea level above St-Luc. Built in 1882, it can only be reached on foot, by bike or on skis.



The Historic Village of Grimentz

Considered one of Switzerland's most beautiful villages, Grimentz charms visitors with its flower-filled streets, centuries-old barns and traditional sun-darkened wooden chalets. A picture-postcard Alpine village.



The Wine Trail

Stretching 6 km between Siere and Salgesch, the Wine Trail invites visitors to immerse themselves in the world of wine. Linking the two sites of the Wine Museum, the trail passes through picturesque wine-growing villages while introducing visitors to the region's vineyards and winemaking traditions.

PRACTICAL INFORMATION

On our website's Media Centre, you'll find all the resources you need to prepare your coverage of Siere-Zinal, organise your visit and access the latest official information.

Each section below provides dedicated content, including news updates, press releases, accreditation forms and practical information for media covering the event.

Click on the sections below to access detailed information.



PRESS

Press Releases
Media Accreditation
Media Centre During the Event



MEDIA KIT

Sierre-Zinal Photo Selection
News Cut & Best-of Videos
Resources: Logos & Brand Guidelines



PRESSE

COMMUNIQUÉS DE PRESSE, NEWS, DOSSIER DE PRESSE, ACCRÉDITATION PRESSE, ZONE PRESSE PENDANT L'ÉVÉNEMENT.



KIT MEDIA

CRÉEZ DU CONTENU FIDÈLE À L'ESPRIT SIERRE-ZINAL.



NEWSLETTERS Media/Press



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INFORMATIONS

WOULD YOU LIKE TO KNOW MORE?

SIERRE-ZINAL

ALL INFORMATION
ABOUT THE RACE

SIERRE ZINAL
LA COURSE DES CING 4000

SIERRE TOURISME

ALL INFORMATION
ABOUT THE SIERRE REGION

sierre
TOURISME

VAL D'ANNIVIERS

ALL INFORMATION
ABOUT THE VAL D'ANNIVIERS

Val
d'Anniviers