

MEDIA **GUIDELINES**

August 2025



The Organizing Committee of the World Mountain & Trail Running Championships CanfrancPirineos 2025 is committed to providing a professional and high-level working environment for journalists, photographers, broadcasters, content creators, and media officers from international and national federations. Our goal is to facilitate professional work as much as possible and, within our means, to contribute to the best possible coverage of the World Championships.

This document, Media Accreditation Guidelines, is a working tool that outlines the conditions under which media professionals may carry out their work during the World Championships. These guidelines aim to balance the needs of journalists with the safety of athletes—and of the journalists themselves—during mountain competitions, which is our top priority.

The Organizing Committee of the World Mountain & Trail Running Championships CanfrancPirineos 2025 acknowledges the value of the media coverage provided by each accredited journalist and outlet, as long as such coverage respects certain guidelines.

All accredited media members must act respectfully toward their colleagues, athletes, coaches, team officials, competition officials, organizers, and volunteers. They must always adhere to ethical and journalistic principles, maintaining high standards of conduct, including truthfulness, accuracy, and impartiality.

Accreditation is always subject to the established terms and conditions, and may be revoked at any time, without prior notice, at the sole discretion of the Organizing Committee, should it determine that certain rules have been violated or inappropriate behavior has occurred to the extent that it endangers athletes' participation during their races.

The WMTRC 2025 Communications Team is at your full disposal to support you in any way possible to make your work easier and your stay in Canfranc more enjoyable.

Juan Gavasa
Director of Communications WMTRC 2025



WMTRC 2025 Communications Team

Director of Communications

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Streaming Coordinator

Ana Samuelson

Technical Streaming Coordinator

David Arretxe

Social Media Coordinator

Bea Lara

Photography Team Coordinator

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.1 General Considerations

The accreditation granted to journalists, media outlets, photographers, international/national federation press officers, or content creators is strictly for editorial coverage of the World Mountain and Trail Running Championships. This accreditation does not authorize any commercial activity or representation of a commercial brand. If such use is detected, the LOC (Local Organizing Committee) reserves the right to revoke the accreditation if it deems that it violates the professional guidelines or interferes with the activities of accredited athletes and team staff.

The LOC may consider exceptions to this rule, provided that the applicant submits a formal request for differentiated treatment. Such requests should be sent to the Director of Communications of WMTRC 2025 at:
dircom@canfrancpirineos2025wmtrc.com

In any case, the final decision rests solely with the LOC, which may revoke the accreditation if it finds that it has not been used in accordance with the agreed terms.

Under no circumstances will advertising agencies, public relations firms, or similar companies be accredited as media. Likewise, media accreditations will not be issued to athlete representatives or commercial partners of Member Federations.

Website accreditations are strictly intended for professional, independent editorial and/or informational coverage online. They may not be used for any other purpose, including but not limited to public relations, promotion, commercial use, or entertainment.

Accreditation Privileges

Media accreditation granted by the organization will allow journalists access to the Press Center and the Mixed Zone. Photographers will have access to the Press Center and to exclusive zones designated by the organization along the courses for photography.

Accreditation Pickup

Media accreditations can be collected at the Press Center starting Tuesday, September 23, during morning and afternoon hours.



.2 Media Services

The LOC (Local Organizing Committee) will provide a series of services to accredited journalists, photographers, and media outlets to support their work during the World Championships.

Press Center

Located at Canfranc Estación – Royal Hideaway Hotel, the Press Center will be open from September 23 to 28, operating during morning and afternoon hours. It will be staffed by volunteers from the WMTRC 2025 Communications Team and equipped to meet the needs of accredited media.

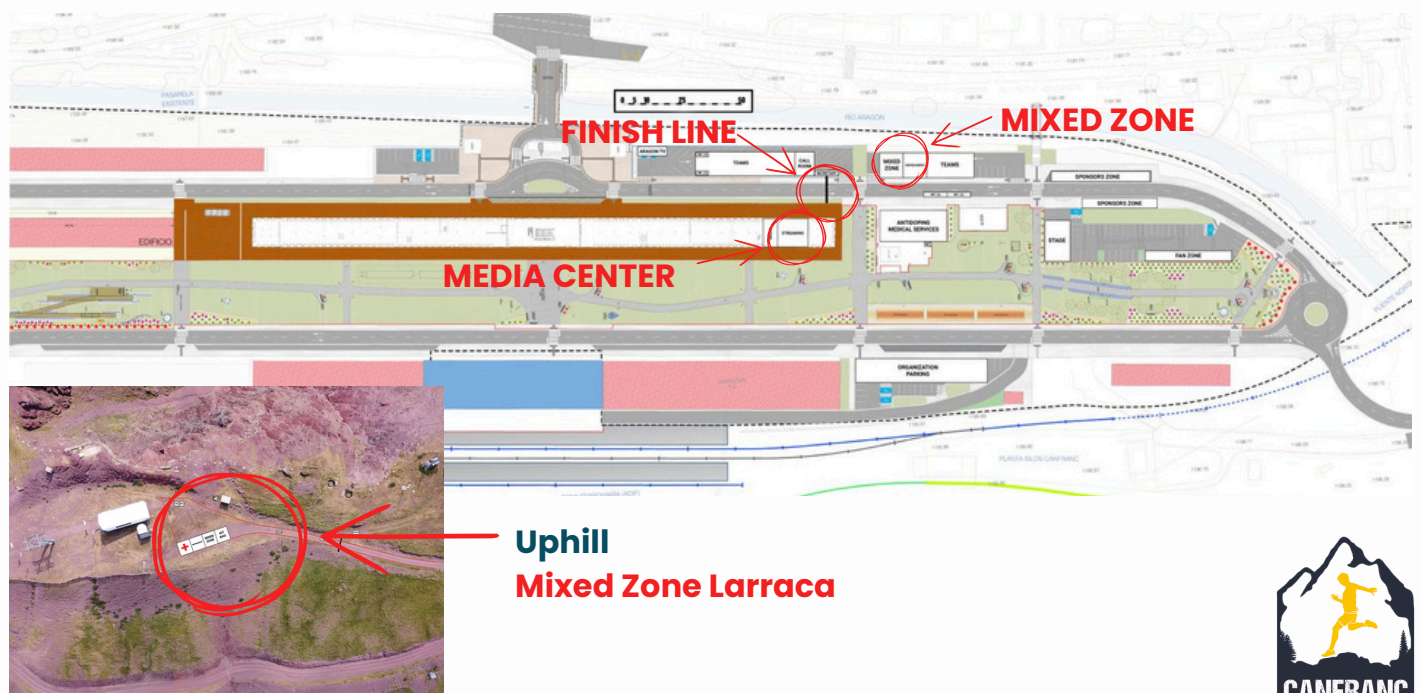
Press Conference Room

A dedicated press conference room will be available in the same venue, Canfranc Estación – Royal Hideaway Hotel, for official briefings, interviews, and scheduled press events.

Mixed Zone

A Mixed Zone will be set up at the finish line of each of the 8 scheduled races, where accredited media will be able to briefly interview athletes immediately after they finish their competition.

RACE	DATE	TIME	DEPARTURE	ARRIVAL	ESTIMATED TIME VICTORY
Uphill 6K	25th September	10:00 hs Men	Hotel St Cristina	Larraca	35 / 40 min
Uphill 6K	25th September	11:00 hs Women	Hotel St Cristina	Larraca	45 / 50 min
ShortTrail 45K	26th September	08:00 hs	Canfranc Est.	Canfranc Est.	4h 45 min
LongTrail 82K	27th September	06:00 hs	Canfranc Est.	Canfranc Est.	9h
Under20 8K	28th September	08:30 hs Women	Canfranc Est.	Canfranc Est.	40 min
Under20 8K	28th September	09:30 hs Men	Canfranc Est.	Canfranc Est.	30 min
Classic 14K	28th September	10:30 hs Women	Canfranc Est.	Canfranc Est.	1 h 15 min
Classic 14K	28th September	12:50 hs Men	Canfranc Est.	Canfranc Est.	1 h



Photographers' Platform at the Finish Line

A photographers' platform will be available at the finish line of races ending at Canfranc Estación. Due to space limitations in the finish area, the WMTRC 2025 Communications Team will carry out a daily selection of photographers authorized to access the platform for each race. Selected photographers will be issued an identification vest, which must be returned at the end of the day. Photographers or media outlets with a specific interest in accessing the platform for a particular race may submit a request at least 24 hours in advance by emailing: **dircom@canfrancpirineos2025wmtrc.com**

Photo Distribution Service

The WMTRC 2025 Communications Team will include three professional photographers with extensive experience in covering mountain and trail running events. They will provide daily coverage of all races. A selection of images from each race will be published on the official event website's Media Area, approximately one hour after the finish of each event. These images may be used free of charge by accredited media, with the mandatory inclusion of photo credits, for example: name / WMTRC CanfrancPirineos 2025

Press Release Distribution Service

A race summary press release will be distributed each day, approximately one hour after each race, written by mountain and trail running journalist Sergio Mayayo. All accredited journalists will receive the press release via the email provided during the accreditation process.

Official Website

The official WMTRC 2025 website will serve as a virtual information hub for journalists. In the Media Area, accredited media will have access to:

- Photo archives for each race
- Press releases
- Official results / Breaking news and updates

Social Media Coverage

The official WMTRC CanfrancPirineos 2025 social media channels (Instagram, TikTok, Facebook, X, and YouTube) will provide real-time updates and visuals (photos and video) during each race, including Instagram Stories. Each evening, a daily highlight video will be published on the official social media channels, summarizing the key moments of the day's races.

WhatsApp Group for Media

A WhatsApp group will be created by the WMTRC 2025 Communications Team and will include all accredited journalists and photographers. This group will be used to share last-minute updates and any other important information relevant to your professional coverage of the event.



Live Streaming Service WMTRC CanfrancPirineos 2025, as the exclusive owner of the broadcasting rights for the World Mountain and Trail Running Championships, is responsible for the production and live broadcast of the five scheduled races, as well as the Opening Ceremony.

Broadcasts will be available in Spanish, English, and French. The main platforms for live coverage will be the WMTRC CanfrancPirineos 2025 YouTube channel, alongside the World Athletics YouTube channel and Aragón TV, the official television broadcaster of the World Championships.

The commentary teams will be as follows:

- **EN:** Martin Gaffuri & Jonathan Wyatt
- **FR:** Fred Bousseau & Thibaut Baronian
- **ES:** Ana Samuelson, Jaime González & Pablo Villalobos
- **Field Interviews** (Start, Finish & Course Locations): Richard Kimber

WMTRC CanfrancPirineos 2025 holds exclusive broadcasting rights for all races of the Championships and reserves the right to take legal action against any platform or television channel that broadcasts its signal without prior authorization. The WMTRC 2025 Streaming Team is the only entity authorized to use camera runners, camera bikers, and drones during the races.

⚠ Accreditations will be immediately revoked for any individuals or media who fail to comply with this regulation.

Transportation and Access

Accredited journalists are responsible for their own transportation to and from race locations. However, for the Uphill race on Thursday, September 25, the organization will facilitate access to the finish line at the summit of Larraca via chairlift from the Astún ski resort for interested media.



.3 Mandatory Rules and Regulations

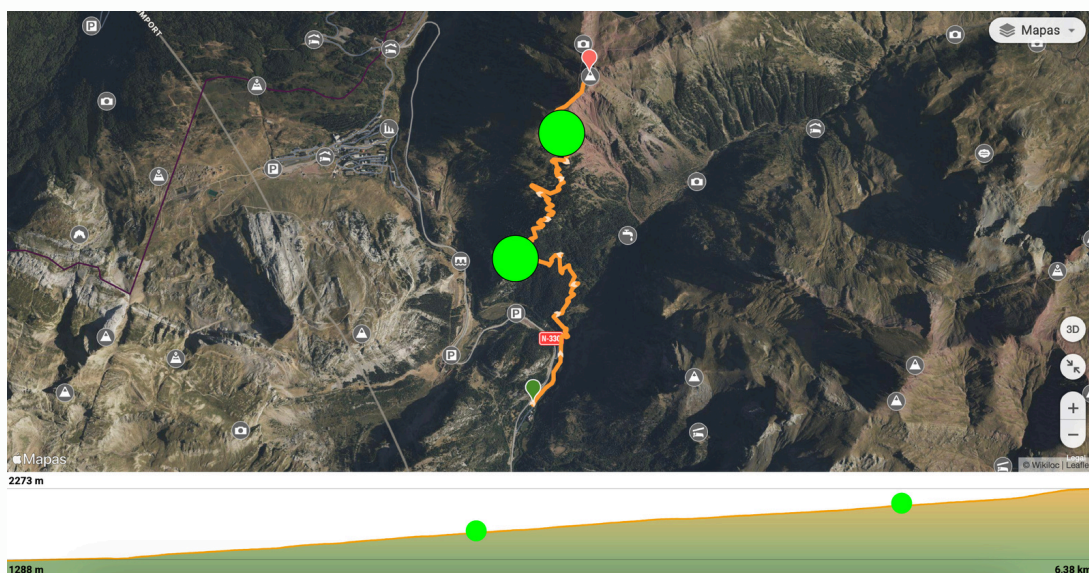
Photographers

Photographers are allowed to carry out their work during the races, provided they do not interfere with or disrupt the progress of the competition. To ensure this, specific points have been designated along each course from which photographers may take photos. These designated areas have been established for reasons of: space limitations, athlete and photographer safety, protection of the natural environment, and control of access to sensitive areas. In the case of the **Uphill finish**, and due to space limitations at the summit of Larraca, the organization will decide the day before which photographers will be allowed to access the finish line to take photos. Those interested in accessing the Uphill finish must notify the WMTRC Communication Department via email at least 24 hours in advance.

Uphill

Larraqueta: N42° 46.801' W0° 30.736'

Outside Forest: N42° 47.380' W0° 30.448'



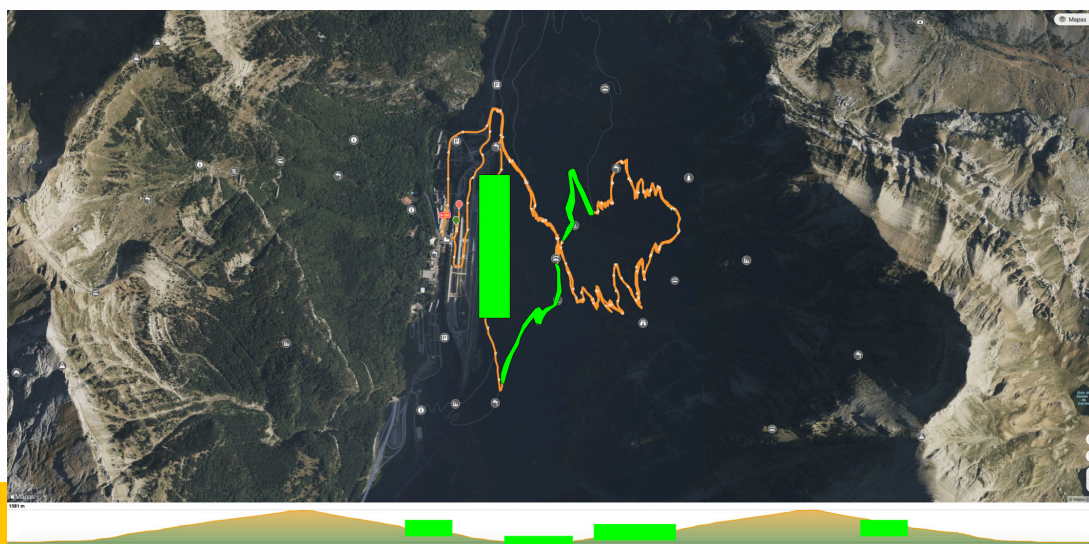
Classic

Pista Picaubé Bajada, 1: del km 5,2 al km 5,8

Paseo Melancólicos: del km 6,6 al km 7,3

Pista Picaubé Subida: del km 7,7 al km 8,5

Pista Picaubé Bajada, 2: del km 11,8 al km 12,4



For the **Long Trail** and **Short Trail**, photographers will be allowed to work along the entire course except in certain areas, which will be restricted for safety reasons.

Long Trail (Restricted Areas)

Ip Dam: $N42^{\circ} 44.283' W0^{\circ} 31.280'$

Moleta: $N42^{\circ} 44.435' W0^{\circ} 29.316'$

Pico Royo: $N42^{\circ} 45.625' W0^{\circ} 25.326'$

LomaVerde Chain: $N42^{\circ} 46.747' W0^{\circ} 33.779'$



Short Trail (Restricted Areas)

Moleta: $N42^{\circ} 44.435' W0^{\circ} 29.316'$

LomaVerde Chain: $N42^{\circ} 46.747' W0^{\circ} 33.779'$



Under 20

Pista Picaubé Bajada, 1: Del km 5,2 al km 5,8



No accredited photographer is allowed to act as a camera runner or camera biker, nor are they permitted to use drones. The WMTRC CanfrancPirineos 2025 Organizing Committee will immediately revoke the accreditation of anyone who violates this rule or is found working outside the designated zones.

Photographers (and all accredited personnel) are strictly prohibited from running alongside the athletes, as this may be considered race assistance and could lead to the disqualification of the athlete and revocation of the photographer's accreditation.

Journalists

Writers and reporters may interview the finishers of each race in the Mixed Zone, which is located next to the finish area. Access to the Finish Line Area is not permitted with a journalist accreditation. Additional interviews may be arranged directly with athletes, but only after they have fulfilled their obligations with the organization (e.g. Mixed Zone interviews, anti-doping control, etc.).

Key Media Events – WMTRC CanfrancPirineos 2025

Event	Date	Time	Location
Official Press Conference	Wednesday, Sept 24	12:00hs	Press Center
Opening Ceremony	Wednesday, Sept 24	19:00hs	Ceremonies Stage
Medal Ceremony	Thursday, Sept 25	19:00hs	Ceremonies Stage
Medal Ceremony	Friday, Sept 26	19:00hs	Ceremonies Stage
Medal Ceremony	Saturday, Sept 27	19:00hs	Ceremonies Stage
Closing Ceremony	Sunday, Sept 28	19:00hs	Ceremonies Stage



.4 Useful Information

WEATHER CONDITIONS (September)

Minimum maximum temperature: 2'8°C / 25'7°C

Average temperature: 13'8°C

Average number of days with rainfall 1.2 days

TELEPHONE COMPANIES

Main companies: Movistar, Vodafone, Yoigo, Orange and MásMóvil.

More companies: O2, Jazztel, Digi, Lowi and Embou.

EMERGENCY CONTACT

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LIST OF HOSPITALS IN THE AREA

Canfranc Health Centre

Jaca Health Centre

Jaca Hospital

Huesca Hospital San Jorge

Zaragoza Hospital Miguel Servet

LOSS OF DOCUMENTATION

NATIONAL POLICE STATION in Jaca, located at Avenida de Zaragoza, number 14.

ACCOMMODATION FOR JOURNALISTS

The WMTRC CanfrancPirineos 2025 Organizing Committee has reserved rooms at Hotel Santa Cristina (3 stars), located 3 kilometers north of Canfranc, for accredited media representatives in need of accommodation. Please note that accommodation costs are not covered by the organization. However, a special discounted rate has been negotiated:

Single room: €125 per night (breakfast included)

Twin room: €225 per night (breakfast included)

Reservations can be made via the WMTRC 2025 Communications Team using the official contact address. Invoices will be issued by the RFEA (Royal Spanish Athletics Federation).



.5 Where to Find Us

Web <https://canfrancpirineos2025wmtrc.com>

Instagram

wmtrc2025_canfrancpirineos

Youtube

CANFRANCPIRINEOS - WMTRC 2025

Tik Tok

wmtrc.canfrancpirineos

X

@canfranccanfranc



