



Malaysian Ultra Runners Association
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<http://www.mura.my>

FOR IMMEDIATE RELEASE

Malaysian Ultra Runners Association launches the Malaysia Ultra League Championship

Kuala Lumpur 2 June 2017 – The Malaysian Ultra Runners Association (MURA) launched the Malaysia Ultra League Championship (MUL) with its title sponsor Ultron held here at its outlet in Glo Damansara.

The 1st of its kind, the Malaysia Ultra League Championship (MUL) was conceived by MURA with the intention of bringing the ultra running community with an ultra running league for all Malaysia's ultra running races. This is also part of MURA's objective to present and promote the Malaysia ultra running circuit to gain more exposure for both local and international ultra runners.

With this new approach, ultra runners would be encouraged and acknowledged for their efforts and achievements for a calendar year. This would then foster competition and discover talented runners thus preparing them for international races representing Malaysia.

Opened to all local and non-local runners, this league represents all local Ultra Races which have prior participation in the league. Therefore, all runners who participate in these races will be up for ranking points which include some participation points as well as varies with more given to top finishers of the race. All points would be tabled and the league will end (annually) its season with an Awards Gala Dinner recognizing the Top 20 male and female overall ranked runners with trophies and prizes. The Malaysia Ultra League Championship will be having the well known sportswear brand Ultron as title sponsor for the 2017 season.

As of press time, the President of the Malaysian Ultra Runners Association, Mr Ng Seow Kong briefed the press that more than 90% of all Ultra Races in Malaysia have shown their commitment and joined the league. He was also quoted saying that, MURA will have the confidence thru the Malaysia Ultra League Championship to promote to international ultra runners with its relationship with worldwide ultra running association.



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Malaysia Ultra League Championship logo

About the Malaysian Ultra Runners Association (MURA)

MURA, registered under the Registrar Of Society and formed in June 2014 is a non-profit entity that seeks to provide a national platform representing common interests of Malaysian ultra-runners to government authorities, sponsors, race directors and other stakeholders. As an officially registered body, it seeks to represent Malaysian ultra-runners in international ultra-running arenas and communities. Locally, through organizing regular forums, running clinics, LSDs and working closely with the race directors, MURA seeks to promote general quality of Malaysian ultra-runners and ultra-races in the long term.

For more information, please visit <http://www.mura.com.my>

About Ultron[®], Malaysia

One of the leading sports apparel brands in Malaysia, ULTRON[®]'s philosophy is to create products that will advance human performance. ULTRON[®] employs fabric and construction technology to take you beyond what you only thought was possible. ULTRON[®] is fast becoming a known performance sports brand that is worn by those who are actively cool and endorsed

by sports institutions and praised by professional users from all disciplines, ULTRON® understands what is needed to be the best. Developed by the pros for you.

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About Ultramarathons

An ultramarathon, also called ultra distance or ultra running, is any footrace longer than the traditional marathon length of 42.195 kilometres

There are two types of ultramarathon events: those that cover a specified distance, and events that take place during time (with the winner covering the most distance in that time). The most common distances are 50 kilometres, 100 kilometres, 50 miles (80.4672 km), and 100 miles (160.9344 km), although many races have other distances. The 100 kilometres is recognized as an official world record event by the International Association of Athletics Federations (IAAF), the world governing body of track and field.

Other distances/times include double marathons, 24-hour races, and multiday races of 1,000 miles (1,600 km) or even longer. Many ultramarathons, especially trail challenges, have severe course obstacles, such as inclement weather, elevation change, or rugged terrain. Many of these races are run on dirt roads or mountain paths, though some are run on paved roads as well. Usually, there are aid stations every 10 to 20 kilometres apart, where runners can replenish food and drink supplies or take a short break. Timed events range from 6, 12, and 24 hours to 3, 6, and 10 days (known as multi-day events). Timed events are generally run on a track or a short road course.

The International Association of Ultrarunners (IAU) organises the World Championships for various ultramarathon distances, including 50 kilometres, 100 kilometres, 24 hours, and ultra trail running, which are also recognized by the IAAF. Many countries around the world have their own ultrarunning organizations, often the national athletics federation of that country, or are sanctioned by such national athletics organisations. World records for distances, times, and ages are tracked by the IAU.

For more information, please contact:

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