

For Release: April 19, 2022



PIKES PEAK APEX ANNOUNCES PARTNERSHIP WITH ARAVAIPA RUNNING

The APEX and Aravaipa Join Together to Invite Runners to Participate in the 2022 Pikes Peak APEX presented by RockShox

Colorado Springs, CO, April 19, 2022 – Sports Strategies announces a partnership between Pikes Peak APEX and Aravaipa Running that will expand the 4-day event to include running in 2022. Aravaipa Running will join with The APEX to invite runners to choose from three distance options – all starting and finishing in America the Beautiful Park on Sunday, September 25, 2022.

“It has always been our plan offer our Pikes Peak challenge to runners as well as mountain bikers,” said Micah Rice, Executive Director of Pikes Peak APEX. “Aravaipa is a widely respected organization that is well-known in the endurance running community, and we can’t be happier to partner with them on a running component at The APEX.”

“We are excited to partner with the Pikes Peak APEX to bring a new trail running option to the already successful mountain biking event they have created,” said Jamil Coury, Owner & CEO of Aravaipa Running “We have similar values as organizations and hope the run element of the weekend will compliment well with what has been created for the local community.”

Runners are offered three distance options: 46k, 10k and 5k, all leaving from America the Beautiful Park on Sunday, September 25, 2022 during the APEX Outdoor Festival & Expo. Race details and registration information are available on PikesPeakAPEX.com.

ABOUT ARAVAIPA RUNNING

[Aravaipa Running](https://AravaipaRunning.com) was founded by ultrarunner Jamil Coury in 2009. Jamil has completed more than 100 races around he world including Hardrock 100, Ultra-Trail du Mont Blanc, Cocodna 250, and Tahoe 200. His love and passion for the sport of long distance running led him to inherit the Javelina Jundred in 2008 and grow it from a 150 person event to the largest 100 miler in North America. As a community first organization, Aravaipa has always been about sharing our love of the trails, the outdoors and love of adventure with others.

Aravaipa has grown over the years and now produces over 40 running and biking events annually across the Southwest with a dedicated team of over 40 staff members. Whether it is continuing the legacy of events we've inherited such as the Crown King Scramble 50K, Tushars Ultras or Kendall Mountain Run, providing live coverage of events, sharing entertaining content through our media channels or launching new and innovative events like the Desert Solstice Track Invitational, Black Canyon 100K or Cocodona 250 Mile Aravaipa continues to innovate and lead the way in the endurance community.

As an organization, Aravaipa is committed to giving back to the community and always works to coordinate trail work efforts within the sections of trail we are permitted to use. We work with local organizations who maintain these trail systems to find ways to minimize our impact and create sustainable practices in our events.

ABOUT PIKES PEAK APEX

The 2022 Pikes Peak APEX presented by RockShox will take place from September 22nd through 25th. The world-class mountain bike challenge draws pros and amateurs for four days of riding on the slopes of Pikes Peak in Olympic City, USA. The APEX features new trails each year, along with some local classics that have made Colorado Springs a Rocky Mountain trail destination. Beyond the 4-day MTB challenge, athletes are also invited on the trails to participate for single days on the bike and 46k, 10k and 5k trail runs. The final day draws out the entire community as the event wraps up with The APEX Outdoor Festival & Expo in America the Beautiful Park.

The APEX supports [Trail Stewardship](#) and drives economic impact to the area in order to improve the trails and open space in the Pikes Peak region for the lasting enjoyment of its residents and visitors. The APEX, a [Pikes Peak Outdoor Recreation Alliance](#) project, was developed and is operated by [Sports Strategies](#), a division of Tourism Strategies, LLC. For more information about the event, visit [PikesPeakAPEX.com](#).

For media inquiries contact [Micah Rice](#), Executive Director of the Pikes Peak APEX and VP of Event Strategy & Operations of Sports Strategies. Email mrice@sportsstrategies.com or call 719.283.7577.