



FOR IMMEDIATE RELEASE

UltraSignup steps into new territory, producing livestream coverage of the 2023 Broken Arrow Skyrace

May 2, 2023 – Nashville, TN: Today, [UltraSignup](#) and [The Broken Arrow Skyrace](#) announced that UltraSignup will act as producer for livestream coverage of The Broken Arrow Skyrace.

UltraSignup, the leading race marketplace and registration platform for endurance events, will produce the livestream for The Broken Arrow Skyrace in June 2023. This marks the first foray into livestream production for UltraSignup, and a new capability as part of the company's growing media offerings.

The Broken Arrow Skyrace, modeled after premier European trail running events, takes place at Palisades Tahoe, California on June 16-18, 2023. The event features multiple distances including a 46K, 23K, 11K, Vertical Kilometer, the "Iron Face Challenge," and a fan favorite kids race. UltraSignup's livestream will cover the 23K, the VK, and some aspects of the Iron Face. The VK and 23K are both Gold races in the 2023 World Mountain Running Association World Cup, while the 23K is also a Golden Trail National Series race for North America.

"We are thrilled that we have been selected to produce the livestream for The Broken Arrow Skyrace," said UltraSignup Co-CEO, David Callahan. "This event is an incredible showcase of human strength and endurance and is the perfect opportunity for us to launch our livestream business with a goal to celebrate and grow the trail run community. We're excited to share the excitement of the race with fans around the world."

As a platform that has specialized in registration and results for endurance events since 2008, UltraSignup has a deep understanding of the endurance community and what it takes to showcase the excitement and drama of these events. In 2022, UltraSignup stepped into the world of trail running media with the launch of a podcast, newsletter, and online magazine. Livestream production will build on the success of the UltraSignup media outlets. The livestream will feature live footage from the race, interviews with athletes and race organizers, and commentary from professional ultra runners Corrine Malcolm and Dylan Bowman. Fans will be able to watch the livestream on UltraSignup's [website](#) and YouTube channel, as well as on the Broken Arrow Skyrace YouTube channel.

"We are honored to partner with UltraSignup for our livestream production," said Brendan Madigan, Co-Race Director for the Broken Arrow Skyrace. "Their expertise in the endurance space is unparalleled and we know they will do an excellent job showcasing the excitement and drama of this world-class event."

The Broken Arrow Skyrace is one of the premier trail and ultra running events in the United States, attracting top athletes and runners of every level from around the world with some

2500 participants. The event is known for its challenging terrain, off-trail travel, stunning high-alpine views of the Sierra Nevada and for being a race that celebrates runners of all abilities equally, making it a favorite among both competitors and spectators. Record snowfall in 2023 will create exciting and unprecedented conditions on race weekend, pushing athletes to leave it all out there on the mountain, and the UltraSignup livestream will be ready to share it with the world.

For more information about the Broken Arrow Skyrace and UltraSignup's livestream, please visit [UltraSignup.com](https://ultrasignup.com), visit the [Broken Arrow website](#), or contact UltraSignup directly.

About UltraSignup

UltraSignup is the leading marketplace and registration platform for trail and ultra races in the United States. Founded in 2008, runners can use UltraSignup.com to discover and choose from more than 5000 races. UltraSignup's weekly newsletter and online magazine feature stories from the running community, highlighting runners, race directors, training tips, running destinations, elite competitors, and the growth of the sport.

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About The Broken Arrow Skyrace

The Broken Arrow Skyrace, presented by Salomon, is a three-day, eight distance event held at world-famous Palisades Tahoe. On June 16-18, 2023 elite and recreational participants will experience an unforgettable trail running experience “where the mountains meet the sky.” The Broken Arrow Skyrace features eight distances: a 46k, 23k, Vertical K, 11k, Triple Crown (Vk/23k/46k), the Iron Crown (IFC/23k/46k), the Iron Face Challenge, and a kids race. Designed in the vein of classic European Skyrares, the Broken Arrow Skyrace represents a unique style of mountain running, characterized by off-trail scrambling on steep terrain with massive amounts of vertical gain and loss at altitude with exposure, hand lines, a ladder and snow slopes thrown in for good measure!

These races are unique in California as most of the terrain is above tree line. Runners will be treated to spectacular views of Lake Tahoe’s emerald-blue waters and Palisade Tahoe's unmistakable high-alpine terrain. Elite and recreational participants will run and then celebrate together with first-class food, craft beer, music, seminars, films and fun activities for the whole family.

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