



ADIDAS TERREX ANNOUNCES TITLE SPONSORSHIP OF LAKE SONOMA RELENTLESS RACE IN MULTI-YEAR PARTNERSHIP

Portland, OR (October 7th, 2024) – Today, adidas TERREX announces its official title sponsorship of the 2025 [Lake Sonoma Relentless Race](#) – one of the most sought-after events on the American trail racing calendar – marking the start of a multi-year partnership with the organization.

The event will take place in Healdsburg, California on April 12th, 2025, consisting of a 50 Mile Race, a Marathon, and the Trail Sisters Half Marathon. Planted in the breathtaking wine country of California, participants will have the opportunity to compete on unique and lush terrain, with each of the courses boasting “relentless” rolling hills surrounding beautiful Lake Sonoma.

adidas TERREX is honored to partner with an organization that carries a deep history in the trail running community, providing a welcoming and inclusive experience for runners of all levels.

“Since its inaugural year in 2008, the Lake Sonoma Relentless has become one of trail running’s iconic races. This race not only serves as an opportunity for runners of all abilities to test their limits, but also symbolizes the core values of trail running – endurance, perseverance, and community – traits that are core to the mission of adidas TERREX. We’re proud to be partnering with one of the sport’s most celebrated races and look forward to supporting the future success of this event and the extraordinary athletes who take part.” **said Carla Murphy, SVP/Global General Manager, adidas TERREX.**

“adidas TERREX’s expertise, support, and commitment to creating an event experience that offers more than just a race is something I wholeheartedly value for uniting the running community. Racing isn’t just for the elites, it’s for everyone, and the sport is better when everyone is included and celebrated. TERREX shares our vision for inclusion and honoring the heritage of competition,” **said Gina Lucrezi, Lake Sonoma Race Director.**

adidas welcomes its diverse roster of Team TERREX athletes to this year’s race, all of whom will be sporting the Agravic Speed Ultra, TERREX’s fastest trail running shoe to date—engineered with a combination of race-winning technology and outdoor expertise.

Apart from the race, there will be a full schedule of pre and post-race events, including athlete panels, community dinners, socials, and wine tastings. As a part of the partnership, adidas TERREX is excited to present enhanced experiences for racers such as increased prize purses, live streaming of the event, and more.

Click [HERE](#) to learn more about the partnership.

About adidas TERREX

adidas TERREX is a global leader in the outdoor sporting goods industry. With the mission to enable all humans to live a more connected, conscious, and adventurous life, adidas TERREX combines high-performance technologies with fashion-forward designs to weather the forces of nature and inspire every human being to find their own summits.

About adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of €21.4 billion in 2023.

About Lake Sonoma 'Relentless'

Founded in 2008 and located in the heart of California's wine country, Lake Sonoma Relentless offers breathtaking scenery and challenging trails for runners of all experience levels. Each year, Lake Sonoma attracts athletes from around the world to test their skills against the backdrop of its stunning landscape. Runners travel to Sonoma from dozens of countries to experience one of the globe's most popular and distinctive events. Trail Sisters founder, Gina Lucrezi, is the race director and Healdsburg Running Company is the host. Participants as well as their families and friends will enjoy Lake Sonoma and Healdsburg's small-town charm at an event where a percentage of the proceeds support the Children of Vineyard Workers Scholarship Fund that expands educational opportunities for local students.