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For unrestricted publication

Swiss Running Brand On to Sponsor California-based Mammoth Track Club

MAMMOTH LAKES, CALIFORNIA – On, the fastest growing running shoe brand in the world from Zurich, Switzerland, has signed a sponsorship deal with Mammoth Track Club from Mammoth Lakes, California through the end of 2020.

The sponsorship agreement includes an annual stipend from On to Mammoth Track Club, appropriate footwear and apparel for training along with a custom Mammoth Track Club uniform. In addition, On will support Mammoth Track Club's sponsored road races throughout the year.

As one of the most historic and highly decorated elite running groups in the United States, On is thrilled to partner with Mammoth Track Club. Created in 2001, Mammoth Track Club has produced 13 Olympians and earned over 30 U.S. individual National Championship titles. Top athletes include Sandie Raines, Margo Malone, Nico Montanez and Sarah Attar.

“We couldn't be happier to support the Mammoth Track Club in their athletic efforts. We see enormous potential not only from the team as a whole, but from individual athletes as well,” said On Co-Founder Olivier Bernhard. “We're always looking to support and help develop young athletes with great potential. We love to see our athletes grow and thrive over time. As the Mammoth Track Club consists of many recent graduates, we'll be able to support and watch their athletic journey as true partners.”

As a brand, On has been founded around athletes, optimism and a healthy competitive spirit. Created by athletes for athletes, On is always striving to power the human spirit through athleticism, outdoor exploration and healthy-living both on and off the track.

“With the support of On, our athletes will have better opportunities to jump to the next level of their athletic careers,” said Mammoth Track Club Head Coach Andrew Kastor who has been with MTC since 2012. “We are excited to be aligning ourselves with a company that has proven to be product innovators in the industry of high performance running and training.”

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Background Information

Who is On?

On is a young Swiss sports company based in Zurich (Switzerland), Portland (Oregon, USA), Yokohama (Japan) and Melbourne (Australia). It has one simple mission: make running fun. A team of sports scientists, world-class athletes and designers spearhead this mantra.

On running shoes are winning design and technology distinctions all over the world – most recently the ISPO Product of the Year and Gold Award for the Best Performance Shoes 2017/18. World Champions and elite athletes win constantly in On.

On's ingenious CloudTec sole is patented worldwide. Seven years after market launch, On is available at more than 4,000 specialist running stores and over 50 countries in Europe, North America, South America and Asia-Pacific.

How does On's patented CloudTec® system work?

Cushioned landing, firm push-off: that's the core concept behind the new running shoe by On, the young Swiss-based manufacturer. On's patented technology combines all the benefits of a soft training shoe and a hard and fast racing shoe; a radical development in the sports industry. Land on the sand, push off from the running track!

The secret to this bold new dual functionality lies in the On's "Clouds" – hollow pods on the sole of the shoe that stretch back on impact to cushion the landing and then lock to form the solid foundation required for a powerful push-off.

Athletes who have worn Ons and their coaches have reported greater muscle activation, new personal bests and shorter recovery times. These findings are also backed up by scientific research: independent studies by the reputed Federal Institute of Technology in Zurich, Switzerland have confirmed that the patented CloudTec® system substantially reduces athletes' heart rates and blood lactate levels.