

# **BOLDERBOULDER**

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## **SUUNTO ANNOUNCED AS THE OFFICIAL HEADPHONE SPONSOR OF BOLDERBOULDER**

The **BOLDERBoulder 10K**, the fourth largest race in the U.S., today announced **Suunto** as its official headphone sponsor. Known for their commitment to endurance and innovation with compasses, GPS watches, and Dive instruments since 1936 from Finland. Suunto is bringing their cutting-edge bone conduction headphones to the BB10K. Suunto headphones are designed for runners and walkers who want powerful sound without tuning out the world around them. Whether you're chasing a personal best or soaking up the race day energy, these headphones help keep you focused, aware, and inspired every step of the way.

Cliff Bosley, race director for the BOLDERBoulder, said

*"We are elated to announce our new partnership with Suunto. Their commitment to innovation and safety aligns perfectly with our values. Suunto's bone conduction headphones are a game-changer, offering athletes the ability to stay connected and aware of their surroundings while enjoying high-quality sound. This safety feature allows participants to stay alert during intense moments, without compromising on the experience. Music and entertainment are integral parts of the BB10K course, and with Suunto's headphones, participants can train and compete in this year's race while staying safely immersed in the energy of the event."*

Jake Largess, Suunto North American Marketing Manager, shared

*"Suunto is thrilled to partner with BOLDERBoulder as the official headphone sponsor, introducing our cutting-edge bone conduction headphones to one of the most iconic running events in the country. As a brand deeply rooted in endurance and performance, we are committed to elevating every runner's experience—providing high-quality sound while keeping them aware of their surroundings. Together with BOLDERBoulder, we're excited to empower athletes of all levels as they push their limits and celebrate the spirit of running."*

To celebrate the partnership, Suunto is offering BOLDERBoulder participants an exclusive **15% discount** using **BB15** on all purchases in the US and Canada from [suunto.com](https://suunto.com) at check out.

The 45th BOLDERBoulder 10K will take place on Memorial Day, May 26, and finish inside the historic Folsom Field on the University of Colorado campus. Last year, 41,491 participants crossed the finish line, before filling the stadium to witness the thrilling conclusion of the International Team Challenge followed by the annual Memorial Day Tribute, honoring the brave men and women who have made the ultimate sacrifice for our country.

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