

Name: Michael de Haast

DOB: 28/06/1965

Country: South African



Pure Adventures founder, we own and manage the oldest trail race in South Africa in our portfolio the Salomon Skyrun that is in its 21st year of operation. We are the pioneers of trail in SA and have many trail races in our portfolio. In 2018 we bring the MaXi-Race brand to South Africa in the Cape Town area a race that will be a festival of running offering races from 20km to 160km over 5 days. We have been instrumental in developing trail running amongst the previously disadvantaged communities in South Africa. We are busy implementing an initiative in these communities called Ekasi Trail, which offer a free trail run weekly in the communities; these will be run by the communities for the communities. We have a program of talent identification that will offer a overall development of the individuals so that he/she can become a contributing citizen of our country even if they don't make it as a professional runner.

I have been a member of many associations at board level including Skal, FEDHASA, Irish Hotel Association and Love Trails. I feel that thru ITRA we can ensure that development of previously disadvantaged communities becomes a reality and not just "sugar coating". South Africa needs to be represented by a person who lives in the country and not in the UK and understands the dynamic of the challenges we face as the trail community in South Africa. We need to address the key issues that face our community in the next years with constructive engagement and a clear mandate from all the role players in this space.

I am a keen adventure racer having done 5 expedition races as well as a number of Ultra trail runs around the world. My passion for the environment is what drives me daily and I am a live by this code in my daily life. Trail running is the perfect platform to make an impact on our carbon footprint and thru our events and our education programs we can start ensuring that our community of runners think daily about the environment and the impact they can make in sustaining its future.