



MEDIA ALERT

RUNNERS RACE THROUGH BOSTON TO 'CHASE THE HIGH' AS PUMA HOSTS FIRST EVER UNSANCTIONED RACE

- Runners from across the globe take to the streets of Boston to compete in 'Chase The High' – an unsanctioned running experience hosted by PUMA.
- Race winners took home a year supply of PUMA running gear including newly launched Fast-R NITRO™ Elite 3.
- Fast-R NITRO™ Elite 3 is available to purchase at The High Point and launches globally on Friday 25 April.

Boston, 19 April 2025

More than 50 runners from North America, Europe, Asia and South Africa took to the streets of Boston as PUMA hosted its first ever unsanctioned running experience, ***'Chase The High'***.

Participants were given just ten minutes to plan their route to three Go Wild checkpoints located at iconic locations around the city including, The Emerald Necklace on Boylston Street, Killian Court at Massachusetts Institute of Technology (MIT) and the Charles River Esplanades.

As they ran through each checkpoint, runners picked up a marker from a member of the PUMA Elite Running Team, before making their way to their next checkpoint. After collecting all three markers they raced back to The High Point to try and claim the title of 'Chase The High Champion'.

Jake Martinez from Boulder, Colorado, and Johanna Gretschel from Austin, Texas crossed the line as first male and female, taking home a year supply of PUMA running products including the new Fast-R NITRO™ Elite 3.

"It was an amazing night out in Boston – this is what the running community is all about. There was so much energy out there and no better way to end the night than here at PUMA," Jake said.

Johanna added “I have a lot of friends racing Boston Marathon on Monday and I’m just so excited to get the weekend started off on a good note, taking home the win and getting my friends ready to roll.”

PUMA also awarded the second and third place runners a pair of Fast-R NITRO™ Elite 3, plus a \$500 and \$200 PUMA gift card respectively.

Fast-R NITRO™ Elite 3 is available to purchase exclusively from The High Point until Sunday at 6pm and will launch globally on Friday 25th April.

‘The High Point’ is located at: [745 Boylston St, Boston, MA 02116](#)

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PUMA

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