

## “Yeti Quest & Run – Echoes of the Highlands (First Edition)” Yeti Quest & Run – Festival of Legends

**Dates:** 8–10 May 2026 | **Location:** Sakten & Merak, Eastern Bhutan **Theme:** “Echoes of the Highlands: Where Legends Walk and Culture Endures”

### Event Overview

The *Yeti Quest & Run* is a threeday celebration that unites endurance sport with living culture in the mystical highlands of Sakten and Merak. Rooted in the traditions of the Brokpa nomads and inspired by the timeless legends of the migoi (yeti), the event offers participants a rare opportunity to run, feast, and celebrate alongside one of Bhutan’s most unique communities.

Guests are welcomed with sacred rituals, blessing ceremonies, and vibrant cultural performances that awaken the spirit of the highlands. Runners collect their bibs while immersing themselves in Brokpa traditions — from weaving and yakherding to tasting Yeti wine and joining storytelling circles.

The highlight is the *Yeti Run*, where athletes embark on trails that mirror nomadic life: the endurance of the yak, the harmony of the highlands, and the mystery of the migoi. Each race category is paired with cultural showcases, communal feasts, and finishline celebrations that honor both achievement and heritage.

The festival culminates with an extension day devoted to deeper cultural immersion. Guests walk through sacred hamlets, join workshops on Brokpa costume dressing and Yitpa preparation, and share meals with villagers. Evenings are marked by music concerts and bonfire gatherings, where elders retell legends of the yeti — connecting myth to modern life.

### Why It’s Unique

- **Cultural Immersion:** Experience Brokpa rituals, weaving, yakherding, and nomadic cuisine.
- **Adventure & Endurance:** Run across highland trails inspired by folklore and nature.
- **Living Legends:** Share stories around bonfires where the migoi remains alive in memory and tradition.
- **Community Connection:** Celebrate alongside villagers, families, and international participants in a spirit of unity.

### Social Media Caption Example

*“Run with legends, feast with nomads, and celebrate the mystery of the migoi. Join us in Sakten & Merak for the Yeti Quest Festival & Run — 8–10 May 2026. Where culture, endurance, and myth unite.”*

### Yeti Quest & Run – Festival Program

**Dates:** 8–10 May 2026 **Location:** Merak & Sakten, Eastern Bhutan **Theme:** *Preserving Brokpa Heritage, Celebrating Yeti Mysteries*

#### Day 1 – 8 May: Yeti Quest Festival Opening & Bib Collection

##### Morning:

- 09:30 AM – Guests seated
- 10:00 AM – Arrival of Chief Guest, Chipdrel procession & Marchang offering
- 10:30 AM – Inauguration of the Great Yeti Quest (balloon release)
- 11:00 AM – Kengcham ritual at Naktsang courtyard
- 11:30 AM – Cultural programs (songs, dances, weaving traditions)
- 12:00 PM – *Aypa Mypa Cham* (Abi Maymay Cham) & unveiling of Signature Portrait Park

##### Afternoon:

- Bib & Tshirt collection at Sakten Community Hall
- Experiential activities:

- Traditional Brokpa marriage ceremony
- Yitpa making workshop
- Kesangpa trekking (following the footsteps of the yeti)
- Brokpa cuisine & Yeti wine tastings

### Evening:

- “Nga Lung la mi Bab” performance – The Voice of the Highlands
- Karaoke under the stars – blending modern beats with timeless tradition



## Day 2 – 9 May: Yeti Run Main Event + Festival Continuation

### Early Morning:

- 05:30 AM – Gathering & Blessing Ceremony (yakbell rituals)
- 06:00 AM – Flagoff: Migoi Life Quest (18 km)
- 07:30 AM – Flagoff: Yak Echo Trail (9 km)
- 08:30 AM – Flagoff: Nomad Spirit Run (5 km)
- 09:30 AM – Flagoff: Highland Harmony Walk (1.5 km)

### Midday:

- 11:00 AM – Cultural showcases: weaving, yakherding, storytelling, folk dances
- 12:30 PM – Community lunch with nomadic cuisine

### Afternoon:

- 02:00 PM – Finish line celebrations with cultural performances
- 03:00 PM – Medal & prize ceremony (special recognition for families & international participants)

### Evening:

- 05:00 PM – Closing ceremony: chants, blessings, farewell speeches, group photo
- 06:00 PM – Highland bonfire & storytelling by village elders – legends of the migoi retold



### Day 3 – 10 May: Yeti Quest Festival Extension

#### Morning:

- Sacred Highland Walk through Brokpa hamlets, prayerflag sites, and yak pastures
- Nomadic life demonstrations: yakherding, butterchurning, weaving
- Textile heritage showcase: Brokpa women's yakhair garments & dyeing techniques

#### Afternoon:

- Interactive workshops: Brokpa costume dressing, Yitpa preparation
- Culinary quest: tasting Brokpa cuisine & Yeti wine
- Cultural exchange: dialogue circles with elders on folklore & spirituality

#### Evening:

- Highland music concert with Brokpa folk instruments
- Bonfire gathering: legends of the Yeti retold by elders
- Community celebration: shared feast & farewell blessings

