



MARATONA DLES DOLOMITES – ENEL 2017

## THE PRE-REGISTRATION FOR THE NEXT EDITION BEGINS

from 13<sup>th</sup> October to the 3<sup>rd</sup> November, only online on the [www.maratona.it](http://www.maratona.it) website

Alta Badia (Bz) – The appointment for the 31<sup>st</sup> Maratona dles Dolomites-Enel is set for Sunday 2<sup>nd</sup> July 2017. But the race to ensure a place in one of the loveliest rides in the world has started with pre-registration: from Thursday 13<sup>th</sup> October to 3<sup>rd</sup> November you can also send your request to take part solely to [www.maratona.it](http://www.maratona.it).

The formula is always the same: the **draw**, which traditionally includes half Italian cyclists and half from other countries, will take place in the **second half of November**. To be precise there are **5,000** names, while the other spaces (the maximum number is set at **9,000** participants) are divided into those who have the right to take part, official Maratona Tour Operators and more expensive registration where proceeds are donated to charity.

The **three routes** are also the same: the **Maratona** (138 km and 4230 m elevation difference), **Medio** (106 km and 3130 m elevation difference) and the **Sellaronda** (55 km and 1780 m elevation difference). As always they will start in La Villa and finish in Corvara, and are **broadcast live** from 6.15 am.

### PRE-REGISTRATION

The pre-registrations are a real **contest within a contest** which creates new records every year. Last year there were requests from **89** countries.

On **23<sup>rd</sup> November**, only at [www.maratona.it](http://www.maratona.it), the first 193 registrations at an increased price will be made available for those who have not managed to find a place. The second batch will go on sale on 23<sup>rd</sup> March 2017 with the last 193 registrations, also at an increased price.

The success of the 'Maratona' is also thanks to the success of the roads winding around the Dolomites that are incredibly attractive to those living beyond the Alps – just think about the constant increase in participants arriving from the United Kingdom and the Netherlands. Mountain passes do, after all, represent **the most authentic and captivating side to cycling**. The attractiveness of this setting became clear once again this year, with the competitors of the Giro d'Italia racing through the Queen stage of the race, which took place on the same roads as the Maratona, sealing the enduring, indestructible bond that lies between the Dolomite mountain passes and the sport of cycling. Hopes, dreams and ambitions have all meant that, during the summer, these roads become increasingly more open to cyclists and more closed to traffic, with the aim of promoting a new kind of mobility that is more respectful of the mountains. To this end, the Maratona serves as an important incentive, as an example and as a point of reference for completely new tourism strategies based on awareness-raising, providing its organisers with an enormous sense of satisfaction.

The **Maratona** also stands out for another extremely important reason: **charity**. Thanks to the introduction of **more expensive registration** the **Maratona** brings hope and concrete aid worldwide. In particular, the beneficiaries are the **"Insieme si può"** NGO Charity Association ([www.365giorni.org](http://www.365giorni.org)),

Assisport Alto Adige ([www.spoorthilfe.it](http://www.spoorthilfe.it)) and the Alex Zanardi Association BIMBINGAMBA ([www.bimbingamba.com](http://www.bimbingamba.com)).

## A MARATONA OF LOVE

The theme chosen for the 31<sup>st</sup> edition of the **Maratona dles Dolomites – Enel is LOVE**.

When two people meet, they have a mutual influence over each other, giving and having, taking and receiving, in an exchange that is never quite straight-forward. This exchange can sometimes become like osmosis. People are all about relationships, we need each other in order to fulfil our lives. We need love. We have to empty ourselves in order to be able to embrace others. It's only within a completely silent, empty space that we can fill ourselves completely. In order to love, we must make room inside ourselves. Love comes in many different forms: the unconditional love that parents feel for their children; the platonic love that idolises the other person; amour fou that transforms everything into pure desire; the love felt between friends, forming the basis of brotherhood. It's love that makes us say "come on, you can do this, we're in this together, we're almost there, I'm with you, I'm right behind you". Love is at the heart of mutual sharing. Love is at the start of every adventure. It's love that drives us to take part in this journey that returns every year, welcoming us to this stunning setting of the 'Pale Mountains', which you can't help but fall in love with. For me, pure love is being watched over by the Sassongher mountain, by the larch trees. My love is a love for my homeland. It's that love that makes you look beyond, look inside yourself, fly high and look deep into your heart, embracing the essence of every small thing around you. So, let's leave room for some love, getting rid of everything negative within us in order to embrace the beautiful things in life.

See you for the 2017 Maratona: the Maratona of Love.. (Michil Costa)

Keep in touch, there are plenty of surprises in the coming months!

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