



MARATONA DLES DOLOMITES – ENEL

Press release – 32nd edition

ECUILIBER

The theme of the next edition of the Maratona dles Dolomites - Enel, to be held on Sunday 1st July 2018, is dedicated to "ecuiliber" (in Ladin), meaning balance. In a world of continuous turmoil, inequality among mankind, walls being built instead of bridges and exaggerated consumption of our available resources, it is more necessary than ever for us to find new balances in order to survive. At the end of the day, we need the right balance in order to imagine an equal distribution of wealth, only the right balance can allow us to bring a little peace to this world that we call home, and the right balance is the only thing that can restore a sense of brotherhood between people, who nowadays are too busy hurting instead of respecting each other. So, let's make the next Maratona, to be held on the first Sunday of July next year, a well-balanced one.

A LIMITED NUMBER OF PLACES, AS ALWAYS

This format has been tried and tested over the years and shall remain the same. The Maratona has a limited number of places available, 9,000 to be exact, broken down as follows: 5,000 places selected through a draw and 4,000 registrations which include those who have the right to participate, the Maratona's official tour operators, those who have paid a higher fee with the proceeds going to charity and those who have been invited. As always, half of the places are reserved for Italian cyclists with the other half going to foreign participants.

HOW TO ENTER

There are three ways to enter the Maratona:

if you pre-register online on the website www.maratona.it, which must be done between 12th October and 2nd November 2017, you'll have the right to be entered into the random draw that will take place during the second half of November 2017;

by purchasing an accommodation package (minimum stay of 4 nights) + guaranteed registration, managed and sold from 9th October onwards on the website of our official tour operator, Holimites www.holimites.com; For the further international official tour operators please visit <http://www.maratona.it/en/tour-operator-en>

by purchasing a charity registration, sold exclusively online on www.maratona.it on 22nd November 2017 and 22nd March 2018. For further information, go to the following link: <http://www.maratona.it/en/mdd2018-charity-entries>

THREE ROUTES ACROSS THE DOLOMITE MOUNTAIN PASSES

Never change a winning horse, so they say, which is why the three magnificent routes for the Maratona will remain the same: the **Maratona** itself is 138 km long with a 4,230 m difference in altitude, winding

its way around the Sellaronda, Giau Pass, Falzarego and Valparola; the **Medium** route is 106 km long with a 3,130 m difference in altitude and, after the Sellaronda, it moves on to Falzarego and Valparola before returning to La Villa and reaching the finish line in Corvara; the **Sellaronda** route is 55 km long with a 1,780 m difference in altitude and covers the four legendary mountain passes that are famous among all cyclists. As always, the starting point is La Villa with the finish line in Corvara. The next edition will once again be **broadcast live** on Raitre with coverage starting at 6.15 in the morning.

THE MARATONA AND CHARITY WORK, AN INSEPARABLE PAIR

The **Maratona** has always stood out for one of its extremely important features: **charity work**. Thanks to the proceeds from **higher-priced registrations**, the **Maratona** is able to spread hope and provide real help to people across the world. In particular, the Maratona supports the non-profit association NPA/NGO "Insieme si può", (www.365giorni.org), the Costa Family Foundation (www.costafoundation.org), the Assisport Alto Adige (www.sporthilfe.it) and the Alex Zanardi BIMBINGAMBA Association (www.bimbingamba.com).

THE MARATONA VILLAGE

The **Maratona Village** is also confirmed for next year and will be opening its doors from **28th to 30th June** with lots of new surprises in store, in addition to the existing events. This is an area dedicated to all enthusiasts staying in Alta Badia in the run up to the Maratona, **more than 15 thousand each year**, with stands displaying all the latest innovations from the world of cycling. It's a real **exhibition area**, a special showcase where supply and demand come together to make this sporting event an opportunity for manufacturers to meet with all people who are interested in this industry. What's more, on 30th June, children will also have the chance to race thanks to the **Maratona for kids** organised by **Sportful**.

JUNE IN THE DOLOMITES: 'BIKE MONTH'

As usual, before the Maratona gets underway, there are another two events dedicated to cyclists who love riding along traffic-free roads surrounded by the unique and stunning landscape of the Dolomites.

On Sunday 17th June, there's the Dolomites Bike Day, with roads between Corvara, the Campolongo Pass, Arabba, Pieve di Livinallongo, the Falzarego Pass, the Valparola Pass, San Cassiano and then back to Corvara, reserved exclusively for all kinds of cyclists, e-bikers included.

On Saturday 23rd June, there's the Sellaronda Bike Day which needs no introduction: it's the world most beautiful cycle route, set between the Campolongo, Pordoi, Sella and Gardena mountain passes. Riding along this route without being bothered by cars or motorbikes is a real joy for thousands of enthusiasts.

For info: Comitato Maratona dles Dolomites phone +39 0471/839536
info@maratona.it – www.maratona.it

Press Office: Pizzinini Scolari Comunicazione www.pizzininiscolari.com
Pizzinini Christian mobile +39 3388543309 christian.pizzinini@pizzininiscolari.com
Scolari Antonio Lodovico mobile +394033738 antonio.scolari@pizzininiscolari.com