



## Press release

### “Ert”, art chosen as the theme for the 34<sup>th</sup> edition

Enjoy moments of pure pleasure at the Maratona dles Dolomites - Enel, in the heart of the Dolomites, a UNESCO World Heritage Site.

**Alta Badia (Bolzano)** - The organising committee of the world’s most famous cyclosporive is already working on the 34<sup>th</sup> edition of the Maratona dles Dolomites – Enel, which will be taking place on Sunday 5<sup>th</sup> July 2020. The theme chosen for this edition is “Ert”, meaning “Art” in Ladin. Art intended as a form of beauty that goes beyond mankind, beyond ourselves. Today more than ever, we need to interpret “thauma”, which for the ancient Greeks meant wonder mixed with a sense of amazement and angst when faced with beauty, in a great piece of art regarding the conservation of our planet - a planet that is facing increasing difficulty due to climate change. The purpose of dedicating the Maratona to a different theme each year is to encourage participants to reflect on something that goes beyond simply pedalling. The theme of “Art”, referring to the beautiful masterpieces that Mother Nature has given us, including the Dolomites, aims to spark thought, raising awareness even when going on a simple bike ride.

### **MAXIMUM OF 9,000 PARTICIPANTS**

Even the Maratona has its limits, with the most important one being that the number of participants cannot exceed 9,000, subdivided as follows: 4,400 places are selected through a draw and the remaining places are for those who have the right to participate, the official tour operators of the Maratona dles Dolomites - Enel, “second-chance” places and those who have paid a higher fee with the proceeds going to charity.

### **HOW TO REGISTER**

To date, the ways to register have remained the same, with three possibilities of getting yourself a race number:

- pre-register online on the website [www.maratona.it](http://www.maratona.it) between 15<sup>th</sup> October and 5<sup>th</sup> November 2019 and your name will be entered into the draw that will take place in the second half of November 2019;
- buy an accommodation package (minimum 4 nights) + guaranteed registration. These packages are managed and are on sale from 10<sup>th</sup> October 2019 on the website of our official tour operator, Holimites: [www.holimites.com](http://www.holimites.com) . For the further international official tour operators please visit [www.maratona.it/en/tour-operator-en](http://www.maratona.it/en/tour-operator-en)
- purchase a charity registration, which will only be available online from the website [www.maratona.it](http://www.maratona.it) on 25<sup>th</sup> November 2019 and 25<sup>th</sup> March 2020. Further information available here: <https://www.maratona.it/en/charity-entries-2020>

### **DOLOMITES LAND ART: THREE ROUTES OF STUNNING BEAUTY**

The Dolomites are one of the most inspiring works from Mother Nature’s art collection. Pedalling along in this magnificent context without any cars and motorbikes rushing by is a wonderful opportunity. As always, there will be three routes which wind their way around the mountain passes that have made cycling history, surrounded by enchanting landscapes. Pordoi, Sella, Gardena, Campolongo, Falzarego, Giau and Valparola boast unparalleled charm and cycling along traffic-free roads under the Dolomite massifs is a truly unique experience - putting yourself to the test in a context of pure cycling art.

- The Maratona: 138 km long with a 4,230 mt. difference in altitude
- The Medium route: 106 km long with a 3,130 mt. difference in altitude
- The Sellaronda route: 55 km long with a 1,780 mt. difference in altitude

As always, the starting point is in La Villa with the finish line in Corvara. The event will be broadcast live on Raidue, from 6.15 a.m. onwards. The Maratona Village is also confirmed for next year and will be opening its doors from 2<sup>nd</sup> to 4<sup>th</sup> July with lots of new surprises in store, in addition to the existing events. On Saturday 4<sup>th</sup> July, on the other hand, children will also have the chance to race thanks to the Maratona for kids, which is organised by Sportful.

## IT'S ALL ABOUT CYCLING IN ALTA BADIA

Over recent years Alta Badia has become a top destination for cyclists. The area, situated right in the heart of the Dolomites, e UNESCO World Heritage Site, acts as the perfect setting for some spectacular experiences on two wheels, also thanks to the "Bike Friendly" tourist activities for cyclists ([www.altabadia.org/bike](http://www.altabadia.org/bike)). In May, June and July, Alta Badia will once again be offering its Roadbike Guided Tours, that give the possibility to discover different famous Dolomite routes, accompanied by expert local guides.

In June don't miss the two events dedicated to cycling enthusiast. The Dolomites Bike Day and the Sellaronda Bike Day are two non-competitive cycling events that are open to everyone, with no need for registration. In fact, the two bike day events follow the course of the Maratona dles Dolomites-Enel and other legendary routes, all completely closed to traffic. The Dolomites Bike Day on 13<sup>th</sup> June, on the roads between Corvara, Campolongo, Arabba, Pieve di Livinallongo, Falzarego, Valparola, San Cassiano and then back to Corvara. The Sellaronda Bike Day on 27<sup>th</sup> June is the cycling circuit between Campolongo, Pordo, Sella and Gardena.

### More information:

SSD Comitato Maratona dles Dolomites – [www.maratona.it](http://www.maratona.it) – Phone: +39 (0)471 839536 – Email: [info@maratona.it](mailto:info@maratona.it)  
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