



Press Release

Maratona dles Dolomites – Enel 2014

NEW THIS YEAR A VARIATION TO THE ROUTE.

Alta Badia (South Tyrol / Italy) – The Maratona dles Dolomites - Enel 2014 is one of the most fascinating races in the world for its breathtaking panoramas, its perfect organization and for the effort required in the three now legendary routes. The next edition, the **28th to be precise, will take place on 6th July 2014.**

With the partnership with ENEL renewed for the next two years, the organization will carry on its commitment to make the event increasingly eco-sustainable. This intention is enriched by the inclusion in the official fleet of cars of electric cars and motorcycles by **BMW**, which will supply 4 new Bmw i3 for the transport of the jury and the race management as well as electric scooters. The commitment of the organization for an eco-sustainable Maratona is also evident in the choice of partners: Arcese for transport is not a coincidence considering the commitment of the company to renew its fleet with vehicles that are less and less polluting, as well as offering combined road/rail transport services in order to reduce CO2 emissions.

THERE ARE TWO MAJOR INNOVATIONS FOR THE 28TH MARATONA DLES DOLOMITES-ENEL 2014!

THE WALL OF THE CAT. A major innovation for all the cyclists on the medium route (at the 101st km) and long route (at the 133rd km.). During the second passage for La Villa one last intense effort will be required: 200 m after the fork for Corvara cyclists will have to move to the right, taking the climb for the “mür dl giat”, a deviation with a maximum gradient of 19%, which goes through the upper part of La Villa to then join the main route again which leads to the finishing line in Corvara. They will have to pull out their claws and climb up this steep wall, called “mür dl giat” (wall of the cat) because this is what the inhabitants of La Villa are called: “cats”. Cheering on the participants will be the **fan zone**, where all the fans and friends of the participants will be able to follow the race. From 10.00 a.m. the live TV coverage will be shown on a maxiscreen with drinks, snacks and musical entertainment. Distribution of gadgets as long as stocks last.

GUARDED BIKE DEPOSIT AT THE STARTING NUMBER PICK-UP AND AT THE FINISHING LINE. The second interesting innovation for everyone is the guarded deposit for bikes in San Leonardo/Badia at the bib distribution on Friday 4th and Saturday 5th July. A marked off area will also be prepared in the arrival area in Corvara for the custody of the bikes of the participants who, once the race is over, will want to leave their bikes and enjoy the pasta party without worries with their families.

ALTIMETRICS. The Medium and Long routes will thus undergo a slight variation, respectively with a climb of 4230 m for the Long route (138 km), and a climb of 3130 m for the Medium route (106 km), whilst the Sella Ronda route (55 km) remains unchanged with a climb of 1780 m.

Of the 32,000 applications received, with a further increase compared to last year which had a total of 31,600 applications, about 9,000 cyclists were drawn, representing **58 countries**. There are **5518 Italians from 102 provinces**, 746 Germans, 1039 Dutch, 597 British and 221 Belgians. There will also be participants from the ex USSR, China and Hong Kong. There will be 947 women on the starting line. For all of them, a single objective: to defy the Dolomites in an exciting race which does not forget the charity aspect. Three associations are involved: **“Insieme si può” Groups Association Onlus/NGO** (www.365giorni.org), **“Alex Zanardi BIMBINGAMBA”** Association (www.365giorni.org) and **Assisport Alto Adige** (www.sporthilfe.it)
Specifically, the most important charity projects in 2014 will be in the water and health sector in Uganda/Africa.

TIME will be the theme that characterizes the 2014 edition of the Maratona dles Dolomites – Enel 2014. The rendezvous is **Sunday 6th July 2014** with the departure again from La Villa and the finishing line in Corvara. The live television coverage on Raitre is also confirmed, as is the closure to traffic on the Dolomite passes during the race.

For info: Maratona dles Dolomites Committee

phone +39 0471/839536

email: 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