

November 2014



Press Release

MARATONA DLES DOLOMITES - ENEL 2015

THE 9,000 LUCKY PARTICIPANTS ARE ONLINE

Alta Badia (Bz) – There is a great deal of excitement for the 9,000 participants of the 29th edition of the **Maratona dles Dolomites - Enel**, which will take place on Sunday **5th July 2015**. The names were selected from a draw that recently took place. For the third year running there were over 30,000 applications. This year over 31,000 requests from **80 countries and 107 Italian provinces** were registered.

This international sports event attracts a great deal of attention and a large amount of participation. Its success is made up of plenty of passion, dedication and professionalism. It is the most eagerly awaited competition that transforms the pleasure of talking part into something exhilarating and unique every time.

The Maratona dles Dolomites – Enel 2015 will take place on Sunday 5th July 2015. **It is the 29th edition and has lots of surrounding events and initiatives.** The charity aspect is always at the forefront with projects linked to **professional training courses in Kampala (Uganda).**

The charity project proposed for 2015 by the Association of Groups "Insieme si può" NPA/NGO (www.365giorni.org) is linked to carpentry, tailoring, woodwork, IT and reading and writing, for a future of employment and dignity: a better future! The "Alex Zanardi BIMBINGAMBA" Association (www.bimbingamba.com) makes artificial limbs for children who have undergone amputations and do not have access to proper health care. These children come from all over the world and have lost one or more limbs as a result of accidents, illness or injuries from explosives or firearms in war zones. The Südtiroler Sporthilfe (www.sporthilfe.it) supports real sporting talents, young people who can not afford to finance their competitions.

The charity registrations need to finance the projects outlined above.

193 charity entries at an increased price will be sold on **November 25th 2014** as from **6 p.m.** (GMT+1):

- **175 GOLD** entries at a price of **250,00 euro**;
- **15 PLATINUM** entries at a price of **500,00 euro**;
- **3 CRYSTAL** entries at a price of **1.500,00 euro**.

Further **193 charity entries** will be sold on **March 25th 2015**.

OC President Michil Costa and Director Claudio Canins have certified that the draw took place fairly. Next year's theme will be **FORGIVENESS**, a gesture of strength and determination, like the qualities one needs to take part in the next challenge, which starts at 6.30 a.m. from La Villa and finishes in Corvara. The passes will be completely closed to traffic and there are three classic routes, with the introduction during the last edition of the **wall of the cat - "mür dl'giat"** in the local Ladin language - (maximum 19% gradient) for all cyclists on the medium route (at the 101st km) and on the long route (at the 133rd km).

As usual there will be bike storage both at the starting number pick up and at the finish line in Corvara with its traditional post-race Pasta Party. The event will once again be screened live by Raitre.

Children aged 6 - 12 have a special competition on Saturday 4th July: the **MARATONA FOR KIDS by Sportful** with the participation of 300 kids in partnership with Maria Canins.

Each participant will be given a Sportful cycling jersey designed especially for the race.

KASK TO SPONSOR THE MARATONA DLES DOLOMITES- ENEL FROM 2015

The Maratona dles Dolomites – Enel organisation has announced a new sponsorship agreement with the Italian cycling helmet manufacturer KASK. KASK is renowned for its advanced technology and for being 100% Made in Italy. Maratona dles Dolomites – Enel Managing Director, Claudio Canins, says: “Safety has always been one of the main theme for Maratona, a value that becomes even more significant with this new entirely Italian partnership.”

Headquartered in Chiuduno, Bergamo, KASK supplies a number of professional cycling teams, including Team Sky. To celebrate the partnership, KASK will develop a customised Maratona cycling helmet, which will be available from next Spring.

Diego Zambon, KASK General Manager, says: “We are proud to announce our collaboration with the Maratona dles Dolomites - Enel, an event that puts a lot of effort each year to promote at its best its territory through our common passion: cycling. We are now ten years old, and we can only look on with admiration at an event that, for 28 years, has showed the world some of the best values of our country, one of our main goals that we try to achieve every day when developing and promoting our 100% Made in Italy products.”

Claudio Canins adds: “Another successful Italian brand joins the group of great Maratona sponsors. KASK’s vast presence on international markets will benefit Maratona, helping it to become better known in the rest of the world.”

THE MARATONA BECOMES VIRTUAL WITH ZWIFT

Peddalling with cyclist friends from all round the world on the route of the Maratona dles Dolomites-Enel? It will soon be reality.

The ZWIFT virtual system was presented in September in London, where some of the world’s best granfondos, including the Maratona dles Dolomites - Enel can be easily completed on hometrainers through a special system linked to internet and therefore to any device like a personal computer or tablet.

This is an extraordinary opportunity to indulge your passion for cycling, as this system unites cycling fans worldwide. In an era filled with social media and the internet a system like this is really easy to use. You can also get together with friends, even those who are far away, to cycle a route together. It is difficult to describe what this system offers in words, but one thing is certain, stationary bike training will be a lot less boring in the future.

The Zwift team presentation took part at the same time in London, New York and San Francisco, and our sponsor Pinarello was also there.

The system is in the planning phase, but will definitely be finished in time to see the Maratona dles Dolomites - Enel on the 5th July.

Zwift official trailer: <http://vimeo.com/107591350>

www.zwift.com

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