



PRESS RELEASE

MARATONA DLES DOLOMITES – ENEL

The 33rd edition gets underway on Sunday 7th July 2019

The 33rd edition of the Maratona dles Dolomites - Enel is dedicated to **Duman**, meaning “*tomorrow*” in the local Ladin language: a tomorrow that is particularly focused on Mother Earth - the planet that we have seriously endangered without realising that, by doing this, we’re also endangering ourselves. However, we want to be optimistic, which is why we're looking towards the future convinced that, already today, there is plenty that we can and must do in order to improve this situation.

In our own small way, when we think about the future, we think about the Dolomite passes closed to traffic - without phantom tunnels that put a hole in the earth’s belly - and we think about the many people who, in the shadow of this UNESCO world heritage site, can enjoy the silence, beauty and newly unspoilt, fresh air of the Dolomite mountains.

When we think about tomorrow, we realise how much effort we make and how much discipline is needed to organise the Maratona dles Dolomites - Enel and, above all, we think about the great enthusiasm that over 9,000 cyclists will be bringing to the event. When we think about tomorrow, we think about the big party that will be held once again this year, thanks to all the volunteers who’ll be giving us a hand, and all those who continue to believe in this dream that really can come true.

NUMBERS AND ROUTES

This year, we received **31,600 requests** for the usual **9,000** places available. The requests came from **81 different countries**, with 72 remaining after the draw. The return of the “second-chance” rule, launched last year in Milan, has led to **881** people being given the right to take part, having had six negative draws. You must never lose hope of being able to take part in the Maratona.

The Maratona dles Dolomites-Enel will be held on **Sunday 7th July**, starting at **06.30 from La Villa** with the finish line in **Corvara**. The cyclosportive will wind its way around three routes: **The “Long” route stretching 138km and with a 4,230m difference in altitude, the “Medium” route stretching 106km and with a 3,130m difference in altitude and the “Sella Ronda” stretching 55km and with a 1,780m difference in altitude.** The passes will be strictly **closed to traffic**, as is now the steadfast rule for the competition. Cycling along the legendary roads that have made cycling history, without having to worry about cars or motorbikes, is a thing of unparalleled beauty. **Campolongo, Pordoi, Sella, Gardena, Giau, Falzarego and Valparola:** a magnificent setting where participants can cycle along in the silence and stunning surroundings of this truly unique landscape.

SUSTAINABLE MECHANICS

We’ve called them “**green angels**” and, considering the success they had last year, we’ll be recreating and expanding the experience once again this year: there’ll be **six** mechanics on electric bicycles, on hand to help participants. In collaboration with **Enel, Pirelli** and **Audi**, who’ll be providing a significant number of **fully electric cars** this year, there’ll also be the “**Enel**” mechanical assistance during the race, thanks to the **Audi E-Tron**; **two** cars will be dedicated to the mechanic service, the **NyTRO** bikes used will be provided by **Pinarello** and **Pirelli** and **Enel** will be making the mechanics available.

FROM LONDON TO ALTA BADIA

The presentation of the Maratona dles Dolomites – Enel in London was the first step in a project involving **Ashley Palmer-Watts**, head chef at **Dinner by Heston Blumenthal**. As well as taking part in the Maratona dles Dolomites-Enel, he will be playing a leading role, together with the local Michelin-starred chef **Nicola Laera**, in a unique culinary experience, planned

for Friday 5th July at the Michelin-starred restaurant La Stüa de Michil. To take part, you first need to book by writing to: info@hotel-laperla.it.

A SUPPORTIVE MARATONA

On 29th October, **bad weather in the Dolomites caused a huge amount of damage, destroying millions of trees, roads and trails and damaging entire towns.** The areas of Agordino and Fodom were particularly bad hit. That's why the Maratona dles Dolomites-Enel Committee has decided to organise a **fundraiser, with all proceeds going to the municipalities of Colle Santa Lucia and Livinallongo** who have seen the immense group of 'marathoners' pass through for years.

In addition to the 388 charity registrations permitted by the Maratona's regulations, an additional **74 higher-priced registrations have also been sold; half on 28th November 2018 and half on 28th March 2019.** These refer to 40 Gold registrations at a price of € 250, 30 Platinum registrations at a price of € 500 and 4 crystal registrations at a price of € 1,500. All proceeds from these registrations, for a total of €31,000, will go to the two municipalities: **a small contribution towards helping these magnificent places to return to normality.**

A SWEET DEVELOPMENT FOR A SWEET FUTURE

The 'Insieme si può' project: honey production in the Karamoja community

The Maratona has been partnering with the 'Insieme si può' association for years, in an attempt to support their activities around the world. They're currently in **Karamoja, in Uganda**, and we're there with them to help them with this new project. 'Insieme si può', teaming up with the Maratona dles Dolomites – Enel, has decided to support the world's poorest communities, attempting to work together with them to find sustainable growth solutions. Alongside apparent progress and starting from the resources that are available locally, alternatives are studied which are able to provide economic support, even for the most vulnerable individuals and families, by developing income-generating activities.

Among these activities, honey production really stands out: through a responsible use of natural resources, this offers the families involved a real chance to support themselves. To develop this project, which involves an investment of Euro 25 thousand, **100 selected beekeepers from the most remote areas of Monte Moroto will undergo an intensive training course. This is where the poorest people live, but it's also where the environmental conditions are favourable for the development of apiculture.** All proceeds from the sale of the honey will go to the 100 beekeepers and their families: this project therefore aims at a sweet development to create a sweet future.

FROM THE DOLOMITES TO THE AEOLIAN ISLANDS

For summer 2019, **Healthy Seas** is organising the spectacular retrieval of the **ghost nets** present in the port of **Lipari** and along the coasts surrounding the **Aeolian Islands**. As well as diving volunteers retrieving the nets, this project also involves local children in a school programme aimed at studying our role in the problem of marine litter. The children can get a close look at how the divers get ready to dive in the port and how much effort it takes to retrieve the ghost nets. They will also take part in a creative workshop. In the long run, this project aims to create a well-managed, protected marine area involving the Aeolian Islands, raising awareness among the local community and making people take responsibility for protecting the marine ecosystem. This event will take place on **8th June 2019, on World Oceans Day.**

The retrieved nets will be handed over to **Aquafil**, who'll transform them into polyamide, which will in turn be used by **Carvico** to make their fabrics.

A SUSTAINABLE VILLAGE

The **Maratona Village** lies at the heart of the event and, this year, we want to make it even more environmentally friendly. In collaboration with the companies present, we'll endeavour to limit the **use of plastic** to a minimum: there'll be **Green**

Corners inside the village to allow operators to help visitors separate their waste; we always want to raise awareness among people, encouraging them to correctly sort their rubbish and to waste less.

As always, the **Maratona Village** will be set up in **Badia**, from Thursday evening onwards: this year's programme has plenty of surprises in store, with fashion shows, games and drawing workshops for children, wheels of fortune and a social wall. Thanks to its success in previous years, the food and drink corner will be making a comeback, with the companies present inside the village, including **Segafredo, Cantine Maschio, Rigamonti, Marlene, Warsteiner** and many more, allowing visitors to taste their products. During the three days, famous sports personalities and other VIPs will be visiting the **Maratona Village**, meeting the participants and, why not, maybe even agreeing to a photograph or two. **38** companies are involved, including the traditional technical sponsors such as **Enervit, Selle Italia, Technogym, Pirelli, Pinarello, Castelli** and **Kask**, alongside other famous Italian and international brands such as **Enel, Panaria, Alpiq, Mapei, Arcese, Rana** and **Intesa Sanpaolo Private Banking**. **Audi** will be present with a number of models, including the **fully-electric E-tron** car, which will be available for a test drive during the three days of the **Maratona Village**.

LIVE COVERAGE OF THE MARATONA

Once again this year, the **Maratona dles Dolomites – Enel** will be broadcast live, on the national TV **RAI 2**. Live television coverage is an important showcase for the local area and for the world of amateur cycling, considering that the Maratona's real driver is represented by the **amateur cyclists** whose stories play the starring role in the race. We'll be telling their stories, showing their faces and transmitting their emotions thanks to a **team of 40 people**, including journalists and technicians who'll be making the live coverage of this wonderful experience possible.

DOLOMITES BIKE DAY AND SELLARONDA BIKE DAY

Summer holidays in Alta Badia are dedicated to cyclists and to their love for the sport and the stunning landscape of the Dolomites. To get ready for the Maratona in the best way possible and pedal along legendary Dolomite roads that are closed to traffic, two unmissable events have been organised:

The first in terms of timing is the **Dolomites Bike Day, to be held on 16th June**, involving the roads between **Corvara, Campolongo, Arabba, Pieve di Livinallongo, Falzarego, Valparola, San Cassiano** and back to **Corvara**, all closed to traffic. The second is the famous and legendary **Sellaronda Bike Day, to be held on 22nd June**, which requires no presentation: this is the world's most famous cycling route, between the Campolongo, Pordoi, Sella and Gardena passes.

TOURING WITH THE CHAMPIONS: CONQUERING THE PASSO DELLE ERBE WITH DAVIDE CASSANI AND PAOLO BETTINI

On Friday 5th July, it will be possible to cycle alongside Davide Cassani, the current coach of the Italian racing bike team, and Paolo Bettini, the Olympic champion in Athens in 2004. The proposed route leaves from La Villa in the direction of the Gardena Pass, reaching Funes along the Gardena Valley and ending up at the Passo delle Erbe. To take part, simply turn up at 09.00 at the meeting point at the La Villa tourist information office. Participation is free.

Further information:

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