

MARATONA DLES DOLOMITES-ENEL

July 5th 2020: International Maratona dles Dolomites-Enel Day, let's celebrate one of the most famous granfondo in the world



Alta Badia (South Tyrolean Dolomites/Italy) –The 34th edition of the Maratona dles Dolomites-Enel, scheduled for July 5th 2020, has been cancelled due to the difficult times caused by COVID-19. Nevertheless, the spirit of the Maratona will be kept alive through some interesting initiatives on Sunday July 5th 2020 and all the summer long.

MARATONA DAY

On July 5th, the Maratona dles Dolomites-Enel will live in the hearts of the fans and friends of the coveted cycling race. The attachment to the event will be shown by wearing a cycling kit, a T-shirt, a vest, a cap or a sweatshirt from one of the past editions and take a shot. The second step is to publish the photo on the social networks by tagging the Maratona dles Dolomites-Enel page or by using #maratonaday, the official hashtag of the event. In this way, everyone contributes to make this day memorable, keeping the Maratona alive, no matter whether one is riding a bike, walking in the mountains, in the city, on the beach, in the countryside or just lying on the sofa. Even if the Maratona will not take place this year, all the people who love this event will make it live, transforming the first Sunday of July into the Maratona dles Dolomites-Enel International Day.

MY MDD, RIDING THE MARATONA DLES DOLOMITES-ENEL IS POSSIBLE

MyMDD is an initiative born in collaboration with Alta Badia Brand, which allows you to make the Maratona dles Dolomites-Enel throughout the summer and autumn spending a couple of days in the Dolomites. Participation is free and very simple. First register on the Maratona website, then collect the bib in one of the Alta Badia tourist offices. By riding one of the three Maratona courses you have to prove that you did it by taking a photo with the bib at given checkpoints or through gps applications. Those who complete one of the courses will get a customized Maratona dles Dolomites – Enel finisher cap.

Useful information and registration at following link: maratona.it/mymdd

WOWNATURE ALTA BADIA: GROW A TREE.

In late October 2018, the forests of Alta Badia suffered significant damage due to storm Vaia which violently affected this area, opening a deep wound in the heart of these mountains and destroying secular woodland. Thanks to the WOWnature Alta Badia project, today we can fight against the climate crisis. The resort and the Maratona dles Dolomites - Enel cycling granfondo support the reforestation of one of the worst affected areas through this project created in collaboration with Etifor (a spin-off of Padua University and the creator of WOWnature). On the www.altabadia.org and



www.maratona.it websites, it will be possible for all those who wish to, to adopt and gift one of the 1,000 new trees at disposal, thus contributing to this important environmental project.

BIKE GUIDED TOURS: EXCURSIONS SCHEDULED IN JUNE AND JULY

Once again this year, Alta Badia is offering guided bike tours from June 15 to July 23. The program features a rich calendar of tours to experience the most fascinating trails. From Monday to Thursday, two excursions are offered daily at two different levels: the "tour" is for experts and "hobby" is for intermediate cyclists. These excursions allow you to reach the most iconic spots and passes of the Dolomites alongside expert local guides. Iconic destinations include the classic Sellaronda trail, the Fedaiia Pass, the Giau Pass. Excursions cost € 32 and can be booked at the tourist offices in Alta Badia.

For further information: Alta Badia Tourist Information Offices – www.altabadia.org – Tel.: +39 0471/836176-847037 – Email: info@altabadia.org

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