



MARATONA DLES DOLOMITES – ENEL

Press release

A MARATONA DEDICATED TO HUMANITY

A little over one month before the start, cyclists taking part in the 36th edition of the Maratona dles Dolomites-Enel on 2nd July are now preparing their leg muscles to tackle the climbs that wind along the three routes.

Alta Badia (South Tyrolean Dolomites/Italy) - As usual, there is a distinguishing accompanying theme for the Maratona dles Dolomites-Enel, one of the most famous Granfondos at national and international level. This year the leitmotiv will be Humanity. The logo of the 36th edition is a barcode that reads Umanité (Humanity in Ladin), because that's the risk we really face. The risk of being encoded, classified, monitored. Have we been reduced to a mere code, or will we go back to being human? This issue has now become more urgent than ever and it concerns above all those who were born and raised before the technological invasion set the pace of our existence.

PLENTY OF NEWS IN STORE

There are several novelties lined up this year. Selle Italia will be presenting a world first: Smart Tape, which will be given away as a freebie to all participants in the race pack. With Shimano, we'll discover how human creativity remains indispensable even in artificial intelligence. Last but not least, the Ride to Inspire project in partnership with Arcese, is a story of humanity, of those who never give up.

THE 2023 CYCLIST'S DISH

Elena Casiraghi, who is specialized in nutrition and sports supplements, has joined forces with Manuel Mangutsch, a young chef from the Mumant restaurant in San Cassiano to create the dish dedicated to this year's Maratona dles Dolomites-Enel. The dish includes "Mezzelune rye pasta filled with ricotta and porcini mushrooms in a nettle sauce, spruce scented mousse, tomato concassé and Gran Bracon cheese from Maso Luch da Pcëi farm". This dish brings out the best of Alta Badia, since it is the fruit of nature and the local territory, and is perfectly suited to athletes: the chosen ingredients have all the nutritional characteristics to meet the needs of cyclists and sportsmen in general. In Elena Casiraghi's opinion, it is *"A dish designed provide the sportsman with all the functional ingredients without compromising on flavour. Every ingredient has been studied and selected in respect of the environment and seasonality, giving precedence to those grown in the local territory. Nettle in particular has a detoxifying and anti-inflammatory effect on the body; mushrooms are packed with zinc, which is a precious mineral and ally of the body's natural immune defences and, last but not least, spruce buds are packed with polyphenols, vitamin C, and has a balsamic action and a bitter taste which contrasts with the sweetness of the other ingredients"*.

THE MARATONA IS INCREASINGLY GREEN

The theme of sustainability has always been a focus point for the Maratona, and since the word sustainability is something concrete for the event organisers, year after year, they try to add a new milestone to make the event more environmentally-friendly and less impactful for the environment. This is demonstrated by the "Green Event" certification obtained. But the Maratona dles Dolomites-Enel doesn't stop here: one of last year's goals was to reduce drastically the use of disposable plastic at the final refreshments by introducing glass ceramic plates and reusable crockery, but this year will see also the introduction of reusable cups at the pasta party, thereby minimising the use of disposable material. The sustainable mechanic will be available again, referred to as the Green Angel, with his very own mechanical workshop conceived and managed by Enel in partnership with Shimano. Audi will again be helping us to have sustainable mobility, providing a significant number of full electric cars at the disposal of mechanical assistance and the race management.

Always at the forefront of environmental protection, Carvico will give all participants a vest made of fabrics 100% regenerated from pre- and post-consumer waste materials such as fishing nets, carpet fluff and hard tulle.

All participants of the Maratona will receive a medal practically hand-made by local valley craftsmen using natural materials.

The focus remains on sustainability thanks to Enervit who devised the bag for the race packs together with the Selyn cooperative from Sri Lanka, certified WFTO (World Fair Trade Organization). A 100% cotton bag which can be used and re-used time and time again, eco-friendly and sustainable, made respecting the rights of those who worked to make it and in the eco-friendly spirit of the event participants.

More collateral and sustainable initiatives will be revealed in June, including the Maratona Village which is back with three days of shows, games, collateral events, with plenty of surprises from leading brands in the sector such as Selle Italia, Pinarello, Kask and many more.

Maratona and sustainability: not just all talk but also plenty of action. Because dreams come true with concrete action.

NUMBERS OF THE 2023 MARATONA DLES DOLOMITES-ENEL

As usual, the participation applications were three times higher than the available vests. A total of 27,000 applications were received, whereas the total number of participants has been set to 8,000. As usual, 50% of participants are Italian and 50% foreigners, with 1,500 volunteers and a generous 6 hours of live coverage on Rai2.

The three routes are a classic by now not just of the Maratona, but of cycling in absolute terms: the Maratona which is 138 km long with a difference in altitude of 4230 m, the 106 km Medium route with a 3,130 m difference in altitude and the Sellaronda which is 55 km long with a difference in altitude of 1,780 m.



THE ROUTES ALONG THE PASSES, ROUTES OF THE GIRO D'ITALIA

It is a well-known fact by now that there are three routes of the Maratona dles Dolomites – Enel with different levels of difficulty. It is also a well-known fact that the tracks branch off along the epic passes of the Dolomites, which are strictly closed to traffic for the occasion. Here are the details: Pordoi, Sella, Gardena, Campolongo, Falzarego, Giau, Valparola. The appeal of the Maratona is enclosed in a memorable sequence of hairpin bends that bow before the rocky spires.

Please note that Campolongo, Valparola and Giau will be tackled by the 2023 Giro d'Italia, on the occasion of the 19th stage on Friday, 26th May.

A CHARITY MARATONA

The Maratona dles Dolomites – Enel is distinguished as ever also by the numerous charity activities it supports. This year sees the launch of two main solidarity projects: helping the non-profit making organisation Fondazione Dynamo Camp Onlus which supports the rock-climbing and adventure paths project for children suffering from serious and chronic diseases and the training and recovery project for children and youths in four corners of the globe created and curated by the „Insieme si può“ NGO/non-profit making association. More information about these projects can be found at this link: <https://www.maratona.it/en/charity-entries-2023>

THE SELLARONDA BIKE DAY AND THE DOLOMITES BIKE DAY: THE TWO DAYS ON THE DOLOMITE PASSES IN THE FOOTSTEPS OF THE MARATONA DLES DOLOMITES-ENEL

The two cycling events, which are scheduled to take place on 10th June (Sellaronda Bike Day) and 24th June (Dolomites Bike Day) respectively are not competitive and accessible to everyone, with no need to register. The trails weave across the Maratona dles Dolomites-Enel track and on other legendary trails, which are all closed to motorised traffic.

On 10th June, it's time for the now-traditional **Sellaronda Bike Day**. On this occasion, transit on the passes of the Sella Group is closed to vehicles. The event is replicated on Saturday 16th September. Cycling enthusiasts can take part in the non-competitive event from 8:30 am to 4 pm. www.sellarondabikeday.com

The stars of the **Dolomites Bike Day** are on the other hand the Dolomite passes of Campolongo, Falzarego and Valparola, the backdrop of epic feats which have made cycling history. The trail is a loop which begins in Alta Badia, reaches Arabba and the valley of Livinallongo, across the Campolongo Pass, then continues towards the Falzarego Pass, subsequently heading to the Valparola Pass, before reaching the towns of La Villa and Corvara to complete the itinerary. The trail, which is closed to traffic from 8:30 am to 2:30 pm, is 51 km long and has a total difference in altitude of 1,290 metres; we recommend doing it anti-clockwise. www.dolomitesbikeday.it



More information:

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