



Maratona dles Dolomites – Enel 2014

PRE-RACE PRESS RELEASE

ADDRESS BY THE PRESIDENT MICHIL COSTA

Life is made up of moments which are not experienced necessarily in sequence and which do not represent a slice of time. Moments have their own existence and consistency. You may be able to spend here many beautiful moments, important moments, moments of life.

“Giulan” for your contribution in making the marathon important,
“Giulan” for being here.

9,000 CYCLISTS FROM ALL OVER THE WORLD FOR THE 28TH EDITION.

(Alta Badia – Alto Adige). On Sunday 6th July, the departure is fixed for 6.30 a.m. from La Villa. The arrival is always in Corvara for the most famous long distance cycling race in Europe. As every year, the closed number guarantees the race runs perfectly for the over 9,000 cyclists drawn, representing **58 nationalities**, to meet the over 32,600 entry applications, which arrived in a few days in October 2013, the opening date for entries. The legendary Campolongo, Sella, Pordoi, Gardena, Giau, Falzarego and Valparola Passes, **completely closed to traffic**, will allow them to tackle the three race routes: Long 138 km and a climb of 4230 metres, Medium of 106 km and a climb of 3130 metres and Sella Ronda of 55 km and a climb of 1780 metres.

THE WALL OF THE CAT – THE GREAT NEW FEATURE OF THE 28TH MARATONA DLES DOLOMITES-ENEL 2014!

The great innovation for all the cyclists on the medium route (at the 101st kilometre) and on the long route (at the 133rd km). During the second passage through La Villa, one last intense effort will be required: 200 m after the fork for Corvara they will have to move to the right, taking the climb for the “mür dl giat”, This deviation with a maximum gradient of 19%, goes through La Villa Alta to rejoin the main route which leads to the finishing line in Corvara. The cyclists will have to pull out their claws and climb up this steep wall called “mür dl giat” (wall of the cat) because this is how the inhabitants of La Villa are called: “cats”. The participants will be cheered on from the **fan zone**, where all the fans and friends of the contestants will be able to follow the race. From 6.15 a.m. there will be the live television broadcast with drinks, snacks and musical entertainment. Distribution of gadgets as long as stocks last.

LIVE TELEVISION BROADCAST ON RAITRE

Television coverage for the 2014 edition as well from **6.15 a.m. until 12.15 p.m.** Not only the race during the coverage but also guests in the studio for moments of culture and local traditions. Spectacular aerial views of the Badia, Gardena, Fassa, Fodom and Ampezzano Valleys and of the famous Dolomites thanks to the use of three helicopters and one plane. Fifteen cameras will be used

with a crew of more than 50, divided between technicians and directors. As well as the RAI, there will be television coverage by Sky Sport and other broadcasters.

Radio support will this year again be by NBC Rete Regione, the official radio of the sporting event.

THREE RACE ROUTES along the passes closed to traffic:

Long: La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, fork for Sella Pass, Sella Pass, Plan de Gralba, Gardena Pass, Corvara, Campolongo Pass, Arabba, Colle Santa Lucia, Giau Pass, Pocol, Falzarego Pass, Valparola Pass, San Cassiano, La Villa, Corvara. The highest point is the passage on the Pordoi Pass at 2,249 metres above sea level.

Medium La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, fork for Sella Pass, Sella Pass, Plan de Gralba, Gardena Pass, Corvara, Campolongo Pass, Arabba, Pieve di Livinallongo, Cernadoi, Falzarego Pass, Valparola Pass, San Cassiano, La Villa, Corvara.

Sella Ronda La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, fork for Sella Pass, Sella Pass, Plan de Gralba, Gardena Pass, Corvara.

NB: for all the participants there are different maximum times of passage depending on the routes. For the medium and long route by 11.10 a.m. in Corvara, whilst for the long route a further one by 11.40 a.m. in Cernadoi. After this time, the road will be closed to the transit by cars and cyclists and it will no longer be possible to continue the race, not even at your own risk. The cyclists on the long route must finish the race by 4.15 p.m. in Corvara, the maximum time for registration and to finish the race.

All the participants must be positioned in their starting grid by 6.15 a.m. as after that time anyone who is not in their grid will be sent to the last one. A kit for puncture repairs is compulsory for all cyclists and we suggest to bring a rain cape and a warm change of clothes. Each cyclist is asked to use their civic sense and avoid throwing litter along the route but they must collect it and throw it into the special bins at the refreshment points. The race jersey has been given a special pocket for litter to avoid it being thrown on the ground. The organization calls on the good civic sense of the participants so that they collaborate and follow this indication in respect of nature and the Dolomites.

ENTERTAINMENT AND PROGRAMME AT THE STARTING LINE

The theme of the 28th edition is TIME. At the starting line and along the routes, there will be jugglers and musicians who will entertain the participants on the theme of TIME.

BRUMOTTI SHOW

FRIDAY 4TH JULY AT 4.00 P.M. at the **Maratona Village** in San Leonardo/Badia the bike trial champion **VITTORIO BRUMOTTI** will be the special guest!

The **first and only live show of Road Bike Freestyle in the World** Vittorio Brumotti, after a career lasting twenty years and thousands of events, has decided to get off his mountain bike to ride a racing bike. The same bikes that you see at the Giro d'Italia and that you use for your climbs.

The only biker able to cycle in perfect balance along thin ledges with a sheer drop into the sea on very thin wheels. **Unique in his style, as well, 100% Made in Italy.**

CARVICO

Carvico & the Maratona dles Dolomites-Enel choose a better future

For the fifth year running, **CARVICO S.p.A.** will give all the cyclists who have entered the race an eco-friendly waistcoat, made with **Dolomiti limited edition**, a **100% recycled polyester fabric made from plastic bottles**. An important gesture, tangible proof of the feeling of respect for man and the environment that the company has always shared with the event.

This year, **to make the 10,000 waistcoats which will be distributed in the race pack, 8000 metres of fabric will be used, obtained from recycling 84,038 bottles**. In addition, as we all know, recycling PET entails considerable energy saving and a reduction in CO2 emissions in the

atmosphere: for **1000 Kg of recycled PET**, there is a reduction of **3000 Kg of greenhouse effect gas**.

MORE THAN 1380 MEN AT WORK. THEY ARE THE VOLUNTEERS AND THE KEY TO THE SUCCESS OF THE EVENT

Behind the scenes of this important event there are over 1380 volunteers who every year devote themselves to making the event happen. Divided into the various roles the organization requires, they are an indispensable resource. Some work all year round, others are available only a few days before the event until the day after and they look after all aspects. The tasks are multiple and go from the distribution of bibs, to running the refreshment points and the preparation of the race packs to the finishing line. For them the time to celebrate is the day after the Maratona in Corvara, with a barbecue and a prize draw to reward them. On this occasion they are already at work on the next edition: ideas and suggestions to correct any errors begin the day after the race and the proof of their commitment is the success of each edition.

SOLIDARITY – “Insieme si può” (Together we can).

Three associations will benefit from the tradition help from the Maratona dles Dolomites Enel. The first is **Assisport Alto Adige** (www.sporthilfe.it) which supports real sporting talents, youngsters who cannot afford to finance the competitions. The second in the **Association of Groups “Insieme si può” Non-profit organization/NGO** (www.365giorni.org). The third, the **Association “Alex Zanardi BIMBINGAMBA”** (www.365giorni.org).

Specifically, the most important 2014 charity projects will be in the water and health sector in Uganda/Africa.

Every day, more than 3,000 children die from diseases linked with diarrhoea, in particular enteric-intestinal infections and cholera.

The two projects which we propose act in two directions: the supply of **drinking water** with the digging of **wells** and the constructions of **latrines** in masonry for rural and urban communities without a water supply and sewage system.

Providing sustainable access to improved sources of drinking water is one of the most important measures that we can adopt to reduce diseases (WHO 2012). To date, **783 million people** do not yet have access to drinking water and **2.5 billion people** do not yet have access to hygienic and health services.

The structured management of sewers maintains the quality and health of the urban environment and the sources of drinking water to which neighbourhoods, and at times whole cities without sewage systems, have access (Unicef 2012).

In **Sub-Saharan Africa**, only 61% of the population have access to “improved” sources of drinking water. In relation to these indicators, Uganda is one of the countries with the most negative performances (cf. U.N. and U.N.D.P. Reports, Uganda 2011, 2012).

The two projects are based on the experience and good practices developed by the personnel of the **Association of Groups of Belluno “Insieme si può” (“Together we can”) a non-profit making organization NPA/NGO** (www.365giorni.org) in Africa in close collaboration with the beneficiary communities, as part of previous similar actions completed.

The **“Alex Zanardi BIMBINGAMBA” Association** (www.bimbingamba.it) produces **prostheses** for **children** who have been amputated and cannot benefit from the health care. They are children from all over the world who have lost one or more limbs due to accidents, disease or injuries caused by explosions or weapons in war zones.

The BIMBINGAMBA Association operates thanks to R.T.M. Ortopedia and the Casalino Rehabilitation Centre with the collaboration of the Clinica Mobile nel Mondo of Dr. Claudio Costa, Claudio Panizzi, physiotherapist and the Studio Ferri & Associati of Bologna.

The children are looked after throughout their stay in Italy, including from the logistics point of view. To date, more than 100 amputee children have been treated. The Association is also actively working on the BIMBINGAMBA – SPORT project, to let amputee children or children with spinal injuries start riding handbikes.

SPONSORS: THE ECONOMIC FACTOR ESPOUSES ECO-SUSTAINABILITY

The exponential growth of the Maratona dles Dolomites - Enel places it amongst the most important events at international level and makes it an appetizing partner for the many sponsors which each year ask to be present.

For the occasion Enel has renewed the agreement as title sponsor of the event for a further 2 years.

The largest electricity company in Italy and the second listed utility company in Europe by capacity installed – also ensures this year, in its capacity as title sponsor, its support for the long distance cycling race which for the occasion becomes “**Maratona dles – Dolomites - Enel**”.

Enel is committed to promoting major sporting events because it shares the inspiring principles and founding values: loyalty, competition and passion.

The sponsors are an indispensable resource for the organizing committee, which selects them and without them it could not bear the organization costs which exceed euro 1 million. The main sponsors include **Enervit, Selle Italia and Alto Adige/Südtirol** with the president of the provincial Council also at the starting line, **Dr. Thomas Widmann**. Products offered by **Enervit, Loacker, Marlene and Conad** will be available at the refreshment points. In addition for the meals and cooking there will be companies such as **Cantine Maschio which will offer a bottle of sparkling wine to all the participants, and Rana** which will offer samples of its specialities. **Warsteiner** will also be at the centre of the various stages of the event, where the different beers will offer an enjoyable refreshment for the cyclists and public.

The Exhibition area will again be set up in Pedraces this year, the meeting point between companies and cyclists to present their latest new products. There will also be with them the hoteliers of Badia to delight all visitors with some local gastronomic specialities.

The 34 companies will present will also include the traditional technical sponsors which have been attached for some time to the most prestigious events such as the Maratona dles Dolomites: **Selle Italia, Carvico, Campagnolo, Pinarello, Sportful, X-Bionic**, as well as some national and international companies like **Mapei, Berner, Arcese and Banca Intesa San Paolo**.

In a Maratona dedicated to ecology of course there has to be names like **Landirenzo**, the supplier of LPG and methane for cars and therefore a fundamental partner for the ecological orientation of the Maratona. Not to be forgotten is the Swiss company **Alpiq**, whose decision to continue supporting sporting events, such as the Maratona dles Dolomites - Enel, characterized by sacrifice, enthusiasm and commitment represents a perfect association with the style of Alpiq InTec, one of the leaders in Europe in plant design for building, in the technique of transport and in energy distribution.

SHUTTLE BUS

Reaching the Maratona Village and collecting the race pack is even more convenient and easy thanks to the extra services of the “Maratona Shuttle Bus”. The Shuttle buses connect all the villages in Upper Badia with San Leonardo.

As well as being a service that is appreciated every year by all the participants in the Maratona dles Dolomites - Enel, it is also a precious aid for the environment. We succeed in lightening the traffic on the weekend of the Maratona, making the roads safer for all cyclists as well.

GUARDED BIKE PARK BOTH AT THE BIB DISTRIBUTION AND AT THE FINISHING LINE.

Another new feature for everyone is the guarded park for bikes in San Leonardo/Badia at the bib distribution on Friday 4th and Saturday 5th July. There will also be a closed off and guarded area at the finishing line area in Corvara for the participants who, once they have finished the race, will want to leave their bikes and enjoy the pasta party without worries with their family.

ELECTRIC CARS, THE NEW MOTOR OF THE MARATONA DLES DOLOMITES - ENEL

The Maratona dles Dolomites - Enel and BMW have formed a partnership which will allow having on the route 4 electric cars and 3 electric motorbikes of the prestigious Bavarian company. There will be

a total of 14 German cars of which 4 electric present on the route on the day of the race to support the organization. We had been thinking about this for a few years, says Claudio Canins, Director of the Maratona proudly, and thanks to the interest of the dealer Nanni Member of Brescia and the attention of BMW for eco-sustainable events, the marriage has been successful.

TITBITS ABOUT THE MARATONA and ALTA BADIA

Did you know that the Maratona dles Dolomites – Enel is the Italian sporting event most represented at provincial level? 102 provinces out of 105. The least youngest participant is the Italian Nardini Floriano – Rome – 04.02.1933, whilst the youngest is Longobardi Federico – Borgovalsugana 03.05.1999.

1380 volunteers for 21,800 hours of work, 6 refreshment points, 2300 kg of bananas, 600 kg of oranges, 12000 sandwiches, 300 kg of cheese and as many of raw ham, 900 kg of cakes and confectionery, 6500 litres of Coca Cola, 10500 litres of mineral water, 3500 fruit juices, 11500 litres of mineral salts and 8500 steaks and sausages.

6 destinations in Upper Badia (Colfosco, La Villa, Badia, S. Cassiano, La Val, Corvara) with accommodation for 16,700 people, 500 km of skiing slopes, 52 ski lift systems and 2 cross-country circuits.

MANY VIPS ON THE STARTING LINE

A sports and media event that grows together with the desire to take part and challenge the Dolomites, as confirmed by the many applications received. In the race there are athletes of all kinds, people used to efforts in the saddle and who love cycling. There is also a long list this year again of celebrities from sport and finance who take part in this queen of the long distance cycling races of Europe, where everyone will tackle the routes in the sole role of athlete. The names confirmed include: **Corrado Sciolla (British Telecom), Mario Greco (Generali), Alessandro Garrone (ERG), Rodolfo De Benedetti (CIR), Matteo Marzotto, Alberto Sorbini (Enervit), Fausto Pinarello, Matteo Arcese (Arcese Trasporti), Francesco Starace (CEO ENEL), Laura Colnaghi Calissoni (Carvico), Oliviero Iubatti (Alpiq), Alex Zanardi, Linus, Fabrizio Ravanelli, Paolo Belli, Pier Bergonzi (Gazzetta dello Sport), Maurizio Cheli (astronaut), Manfred Mölgg, Juri Chechi, the local champion several times over Maria Canins, Davide Cassani (National Coach), Christian Zorzi, Pietro Piller Cottrer, Massimo Scarpa, Nicola Pomponi, and many others. The Alto Adige personalities include Thomas Widmann, Patrick Bona, Alexander Egger and the Podini brothers.**

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