

May 2016



MARATONA DLES DOLOMITES - ENEL

## THE GIRO D'ITALIA PAYS TRIBUTE TO THE MARATONA

It was a fantastic race, blessed by warm sunshine and a crowd of thousands of enthusiasts along the roadside. The 14<sup>th</sup> stage of the Giro d'Italia, leaving from Alpe di Siusi and arriving into Corvara, raced up and down the mountain passes of the Dolomites, in a procession covering a difference in altitude of 5,000 metres, well honoured by all of the cyclists and organised by the Giro d'Italia committee in order to celebrate the thirtieth anniversary of the Maratona dles Dolomites - Enel.

There were lots of famous guests present at the event, including the managing director of Enel, Italy's electric utility company, Francesco Starace, and the musician Red Canzian: whilst awaiting the arrival of the cyclists, the 30<sup>th</sup> edition of the Maratona dles Dolomites - Enel was officially presented at the enchanting valley station of the Boé cable car. Michil Costa, chairman of the organising committee, described the programme of initiatives in place and presented the new Castelli jersey, with a women's version now available for the first time ever.

Thanks to the live TV coverage, the passing and the arrival of the 'pink race' amid the Dolomites was an important way to draw attention to all of the valleys, as shown by the 30% share on the RAI and RAI sport channels.

The day was full of summer colours, making this huge, outdoor cycling event all the more enjoyable, with the cyclists pushing down hard on their pedals to create a thrilling spectacle for everyone. As a gift to our 'enthusiast' friends, we recorded the cyclists' race times for a number of mountain passes, so that all participants in the Maratona can directly compare their performance with that of the great champions.

The fastest cyclist from Arabba to Passo Pordoi was Damiano Cunego, who completed the ascent in 28'54". Along the Campolongo pass, Ruben Plaza Molina recorded the best time, with 14'13". The legendary Giau Pass saw Vincenzo Nibali take first place with a time of 33'26", with Steven Kruijswijk pedalling harder than anyone else on the Mür dl Giat, with a time of 1'21". Now, it's the turn of our very own nine thousand heroes to get down to business. We'll be waiting for them in their best form ever on Sunday 3<sup>rd</sup> July.

### **A special jersey, now also available for women**

Just like every year, Castelli, one of the world's most famous names in cycling apparel, has created an ad hoc jersey for all those taking part in the 30<sup>th</sup> edition of the Maratona. For the first time ever, a women's version of the jersey will also be available to satisfy the increasing number of female cyclists.

### **A journey lasting thirty years**

Every year, the Maratona is linked to a specific theme. The topic chosen to celebrate the 30th anniversary is travel. Travel as a form of discovery, travel as a form of communication, travel as a cause of pollution, travel as a cure. After all, the Maratona began a long time ago and has never stopped, carrying on along a continuous journey in search of beauty, endeavouring to share the unique heritage of the Dolomites. A heritage that must always be respected, defended, protected and safeguarded.

### **Live TV coverage**

Once again this year, RAITRE will be partnering with the Maratona, with TV coverage, including aerial footage, beginning from 6.15am and continuing without interruption until 12 noon. Sky Sports and Bikechannel UK will also be present at the event, giving it that international touch.

### **Riccardo Guasco interprets the Maratona**

One of the initiatives to celebrate the Maratona's 30th anniversary comes with the smell of fresh paint. An artist's paint, of course. Riccardo Guasco, the world-famous illustrator, is depicting the Maratona in his own unique style. Before the race, all information regarding his work will be published on the website [www.maratona.it](http://www.maratona.it)

### **The Giro-Maratona duo, the perfect chance to discover the beauty of cycling along magnificent roads**

Road cycling is growing everywhere, and the Dolomites are the ideal place to best experience this unique sport. The Giro-Maratona duo goes precisely in that direction: to allow others to discover the beauty of cycling along these magnificent roads. In particular, the growing success of the Maratona benefits not only Alta Badia, but also the entire Dolomites area. It's the perfect opportunity to put the spotlight on all of the valleys that overlook these awesome mountains, forming part of the UNESCO World Heritage Site. With the natural parks of Fanes-Sennes-Braies and Puez-Odle, with the mountain passes that have written cycling history, with the hundreds of kilometres of trails to follow during the summer and the Dolomites Superski area during the winter, these are ideal destinations to spend unforgettable moments surrounded by stunning nature.

That's not forgetting the famous Ladin hospitality, founded on antique traditions, exceptional cuisine, widespread cordiality and a simple yet elegant way of living and interpreting the mountains.

Of course, it's not just road cycling that makes a holiday in the Dolomites so spectacular: today, mountain biking, 'freeriding' and touring all form an integral part of mountain sports vocabulary. An E-bike sharing service has recently been introduced in Alta Badia: latest generation electric bicycles stationed in the various towns and plateaus, available for anyone who wants to experience the thrill of climbing the Dolomite passes without too much effort, and without polluting.

Last but not least, we mustn't forget the Sellaronda Bike Day. This yearly event, held on a Sunday in mid-June, allows participants to cycle along the Dolomite passes around the Sella group, on roads that are closed to traffic and reserved exclusively for cyclists.

**For info: Comitato Maratona dles Dolomites – phone +39 0471/839536**

email: [info@maratona.it](mailto:info@maratona.it) – [www.maratona.it](http://www.maratona.it)

**Press Office:** Pizzinini Scolari Comunicazione [www.pizzininiscolari.com](http://www.pizzininiscolari.com)

Pizzinini Christian cell. +39 3388543309 [christian.pizzinini@pizzininiscolari.com](mailto:christian.pizzinini@pizzininiscolari.com)

Scolari Antonio Lodovico cell +394033738 [antonio.scolari@pizzininiscolari.com](mailto:antonio.scolari@pizzininiscolari.com)