



Press Release

MARATONA DLES DOLOMITES - ENEL 2015

TOP MANAGERS AND WELL-KNOWN FACES GET IN THE SADDLE TO TAKE ON THE PEAKS OF THE DOLOMITES

On Sunday 5th July, top managers of the Italian business community will become sportsmen and women for one day but on this occasion, they will not be tackling a new business deal, but the mighty Dolomites. Brought together by their passion for cycling, the following people will be taking part in the Alta Badia event: Rodolfo De Benedetti (CIR), Francesco Starace (ENEL), Corrado Sciolla (BT), Mario Greco (Generali), Alberto Sorbini (Enervit), Vittorio Colao (Vodafone), Alberto Calcagno (Fastweb), Dario Cremonese (Castelli), Mauro Lusetti (Legacoop), Fausto Pinarello (Pinarello), Laura Colnaghi Calissoni (Carvico), Matteo Arcese (Arcese) and many more. Everyone is getting on their bikes to take part in the 29th edition of the Maratona dles Dolomites – Enel 2015, queen of all international granfondos. A highly-anticipated sports event which puts cyclists to the test and also is a personal challenge, not only for the businessmen involved, but for over 9,000 participants hailing from over 64 nations and selected from over 31,600 application requests. The landscape is made up of the Dolomite mountain passes: Pordoi, Sella, Campolongo, Falzarego, Gardena, Valparola and Giau, all closed to traffic for the occasion. The race, which starts at 6.30 a.m. in La Villa and finishes in Corvara, crosses one of the most breathtaking natural landscapes in the world, which some years ago was officially acknowledged as World Heritage.

The routes are the same as last year: Medium (106 km) which rises to 3130 m; Long (138 km) which rises to 4230 m, while the Sella Ronda route (55km) rises to 1780 m.

Most participants (4.770) are Italian, followed by Germans, Dutch, British and Belgians. There are also cyclists from China, Japan, Russia, Brazil and New Zealand. Famous people from the world of sports and other sectors will also be participating in large numbers. Also cycling: **Alex Zanardi, Fabrizio Ravanelli, Manfred Mölgg, Christian Zorzi, Dorothea Wierer, Davide Cassani, Paolo Belli, Maurizio Cheli (astronaut), Roberto Sgalla, Pier Bergonzi, Patrick Bona, Alexander Egger and the Podini brothers, local racing cyclist champion Maria Canins and many more.**

The theme of this edition is **FORGIVENESS**, a gesture of strength and determination, two qualities required also to tackle this challenge. Michil Costa, patron of the event: The Maratona is a challenge in the same way life is a constant challenge. Sometimes you win, sometimes you lose - and as humans we are designed to lose control. This applies to me, it applies to you, and to all men and

women. We as humans live in this world with ourselves and others, and only by forgiving ourselves and others are we capable of letting go of all resentment, bitterness and negativity. To forgive is to meet the other half way and say: "come on, tell me about myself". Our hope is that people manage to let go and forgive: because to forgive means to gift oneself, which is the most beautiful gift of all. Even when losing a battle, men and women come into contact with the other: the "I" meets the "you". Both in the Maratona and in real life.

The race will be **broadcast live on Raitre from 6.15 a.m. to 12.15 p.m.** and the road on the Dolomite passes will be closed to traffic for the duration of the event.

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