



MARATONA DLES DOLOMITES - ENEL

PRE-RACE PRESS RELEASE

THE MARATONA DLES DOLOMITES - ENEL TURNS 30!

Nine thousand cycling enthusiasts from all over the world are ready to celebrate the Maratona dles Dolomites - Enel in the best way possible: by cycling across the enchanting landscapes of the Dolomites.

ALTA BADIA/THE DOLOMITES

We are ready to celebrate the 30th edition of the **Maratona dles Dolomites - Enel**, the mother of all international granfondos. On Sunday 3rd July, **9,000 cyclists** from **65 nations** selected from over **33,000 applicants** can finally make their dream of cycling in an infinitely beautiful natural context - the **Dolomites**, which were recently declared World Heritage Site - come true. As always, the event starts at 6.30 a.m. in **La Villa** and the finish line is in **Corvara**. Along the route, cyclists will ride across the passes which have made the history of cycling: **Pordoi, Sella, Campolongo, Falzarego, Gardena, Valparola, and Giau**, all closed to traffic on the day.

There are three different routes: the **long route (138 km, 4230 meters of elevation gain)**, the **medium route (106 km, 3130 meters of elevation gain)** and the **Sella Ronda route (55 km, 1780 meters of elevation gain)**.

Ascents, descents, hairpin turns, marvellous landscapes, effort, sweat and at the end of it all, immense joy for having completed a titanic endeavour which will remain etched in each participant's memory forever: this is the key to the success of a race which is challenge, particularly with oneself. Half the cyclists are Italian, the other half are a heterogeneous group from **five different continents: Germany, Great Britain, the Netherlands and Belgium will represent Europe; Qatar, Japan, Korea, Colombia and Kazakhstan**, are only some of the nationalities of the cyclists travelling from afar. Famous sportsmen and women and important people from other fields will also be joining, which proves just how appealing the Maratona dles Dolomites - Enel is to people near or far.

RAITRE: A MARATHON WITHIN THE MARATHON

As is customary, **RAITRE** will broadcast this mammoth event on TV from **6.15 am** until **noon**, with no interruptions. The bird's eye shots will be taken by **three helicopters and one plane**, while **over 50 men and women** make up the production staff and technicians who are committed to guaranteeing an efficient and high quality broadcast. Alongside the images of the competition, there will be live commentary in the studio. Prepare to experience a whirlwind of emotions which cross the Ladin valleys, the majestic mountain tops and the multi-coloured winding trail of cyclists who line up along the passes. The TV commentary of this unique sporting event is provided by **Sky Sport, BikeChannel** and several other broadcasters.

For the 2016 edition of the Maratona, the radio support is provided by **NBC Rete Regione**, the marathon's official radio station.

THREE TRAILS CLOSED TO THE TRAFFIC

As most cycling enthusiasts know, the Maratona offers three different routes and participants can choose which one to take on depending on personal preference, physical fitness and difficulty.

Long route, 138 km: La Villa, Corvara, the Campolongo Pass, Arabba, the Pordoi Pass, the crossroads for the Sella Pass, Plan de Gralba, the Gardena Pass, Corvara, the Campolongo Pass, Arabba, Colle Santa Lucia, the Giau Pass, Pocol, the Falzarego Pass, the Valparola Pass, San Cassiano, La Villa, Corvara. The highest point is constituted by the Pordoi pass, at 2249 metres above sea level, taking the total metres of elevation gain to 4230 metres.

Medium route: 106 km La Villa, Corvara, the Campolongo Pass, Arabba, the Pordoi Pass, the crossroads for the Sella Pass, the Sella Pass, Plan de Gralba, the Gardena Pass, Corvara, the Campolongo Pass, Arabba, Pieve di Livinallongo, Cernadoi, the Falzarego Pass, the Valparola Pass, San Cassiano, La Villa, Corvara. The elevation gain is 3130 metres.

Sella Ronda: 55 km La Villa, Corvara, the Campolongo Pass, Arabba, the Pordoi Pass, crossroads for the Sella Pass, the Sella Pass, Plan de Gralba, the Gardena Pass, Corvara. The elevation gain is 1780 metres.

THE JOURNEY, THE 30TH ANNIVERSARY THEME

The theme chosen to celebrate the 30th anniversary of Maratona dles Dolomites – Enel is **the journey**. A journey of discovery, a journey of dialogue, of influences and of healing. In fact, we began many years ago and we have never stopped and for us the Maratona is truly a long journey that has never ended.

The journey has always been at the centre of humankind's experience. A journey is a discovery of new places, environments and spaces, but it is also dialogue, enrichment and influence. However, the most important journey we make is **within ourselves**. We are made up of relations. We are relations with others. Sometimes a journey can be healing and taking care of life's wounds. A journey makes us light, free from care, breaks our bonds and reduces everything to what is essential.

What really counts is a **journey towards beauty**, which is invisible to an unobservant man. Beauty can be found within us if we embody it. Searching is already finding.

Our heartfelt best wishes to all of you... we hope our time on this journey is one of forgiveness and simple, real things, like silent steps in the mountains, hopes and dreams that never end. Have a good journey.

THE GIRO D'ITALIA PAYS TRIBUTE TO THE MARATONA

Among the many events being held to celebrate the 30th anniversary, one in particular really stands out: the cyclists of the Giro d'Italia passing over the very roads that have made Europe's most famous cyclosporive so popular. This really represents exceptional recognition by the organisers of the Giro – recognition of an event which, over the last thirty years, has been able to bring enormous value to the Dolomites/cycling duo, making cycle tourism increasingly important and strategic not only in the Dolomites but also throughout Alto Adige. Participants in the Maratona will be informed of the racers' timings for the various mountain passes, giving them the chance to measure themselves against the professionals along the ascents that characterise this event amid the Dolomites.

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 30th 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.

CARVICO AND THE MARATONA DLES DOLOMITES - ENEL:

A PARTNERSHIP SANCTIONED BY LOVE FOR SPORTS AND NATURE

Over the last seven years, **CARVICO S.p.A.**, an international avant-garde company which specialises in manufacturing excellence, is a **Maratona dles Dolomites - Enel** partner and a friend of the many cyclists who cycle along its trails. On the occasion of the 30th edition of the race, the technical waistcoat offered to all racers is synonymous with the highest level of quality. Those taking part in the Maratona know it well, because **CARVICO** fabrics have been studied and developed to

satisfy the requests of clients and final consumers, including sportsmen and women, down to the last detail. What makes **CARVICO** unique is the fact it designs innovative products using **100% recycled** yarn obtained from materials which have reached the end of their life span and which instead of being disposed of, are transformed into new raw materials. Thanks to the high eco-compatible content of its products, it is now a consolidated reference point in the production of quality, obtained by regenerating materials which no longer serve their original purpose. On the occasion of the 30th edition, there is a great addition: **Econyl**, a 100% polyamide yarn recycled thanks to the use of scrapped materials, is the main fabric of the **Vita by Carvico** collection; the technical waistcoat offered to all cyclists was made with this fabric.

THE VOLUNTEERS: THE TRUE STARS OF THE MARATONA

Without their help, support and passion, which go from strength to strength year after year, there would be no Maratona. They are the true protagonists of the race: a small yet immense pacifist army of about **1,500 people** –among men and women - old and young - who make such a prestigious event possible as the Maratona dles Dolomites - Enel. The volunteers take care of everything: from handing out the bibs to managing the refreshments area; from preparing the competition welcome packs to coordinating the arrivals area. They are the backbone of the entire organisation. And when the race is over and everything has been dismantled, it's time to celebrate their hard work with one big party. A huge barbecue, with a raffle, set up to reward everyone's extraordinary effort: an event within the event, a moment of celebration and joy worth sharing, with the next edition already in mind. Because volunteering spirit is to help one another and enjoy each other's company.

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

SOLIDARITY AND THE MARATONA: AN INSEPERABLE COMBINATION

It is a known fact that the Maratona and solidarity go hand in hand: the spirit of the Maratona is to create an event in which pedalling is synonymous with positive, supportive and ecological values. As always, thanks to the Maratona, concrete actions which support three organisations working in a social context can be carried out: **Assisport Alto Adige**, **Associazione Gruppi "Insieme si può"** ("Together we can"), **Alex Zanardi BIMBINGAMBA**.

Assisport Alto Adige (www.sporthilfe.it) sponsors young talents from Alto Adige who are lacking financial support to take part in competitions.

The **Associazione Gruppi "Insieme si può"** ("Together we can") Onlus/ONG (www.365giorni.org) dedicates its activities to people with disabilities in Uganda thanks to a series of micro-projects such as corrective surgery to 25 children, the purchase of tricycles and wheelchairs to help up to 20 people move around, vocational training and support on the job market, ensuring assistance and producing orthopaedic shoes and crutches. The micro-projects are curated and carried out by "ISP in Africa" and "ISP Uganda" to guarantee growth, development and a life worthy of a human being.

Alex Zanardi BIMBINGAMBA (www.bimbingamba.it) makes artificial limbs for children who have suffered amputation and who cannot benefit from health assistance. These are children from all over the world who have lost one or more limbs in accidents, due to illnesses or wounds caused by explosions or fire arms in war zones.

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.

THE SPONSORS: THE CLEAN ENERGY OF THE MARATONA

The Maratona, as proved by the last 30 editions, is set within a context that goes beyond sports. The constant and increasing success make the Maratona not only the most important European non-professional cycling event, but also an event rich in meaning and shared values that transcend sport to reach important milestones in fields such as ecology, solidarity, entertainment, culture and economics. And it is thanks to the help and support of the sponsors that, according to a sector study, such an event is capable of generating a **10 million Euro financial boost** to the Dolomites.

Enel is the **title sponsor** of the event. This comes as no surprise, as the relationship between the biggest Italian electricity company and the second largest utility quoted for installed capacity in Europe and the Maratona is based on the same core values. Loyalty, sportsmanship, passion and respect for the environment are words full of tangible meaning both for the Maratona and Enel, and constitute the basis of a dialogue which never grows old.

The organisation costs of the Maratona exceed **2 million Euros** and the race itself could not be possible without the support of its sponsors. It is for these reasons that the organising committee chooses its partners with great care; they must meet strict requirements and reflect the spirit of the event.

For years, **Castelli, Enervit, Selle Italia and Alto Adige/Südtirol** have been the main sponsors of the race. The products offered in the refreshment areas are provided by **Enervit, Marlene, Rigamonti, Grissinbon** and **Conad**. After the race, companies such as **Cantine Maschio** and **Rana** provide the food and drink: the former gives **a bottle of Prosecco to all participants**, the latter bring its pasta dishes required to feed thousands of hungry cyclists. In a competition where hydration is key, we also supply **Warsteiner**, one of the Maratona's historic partners, a key player at the different stages of the event thanks to their selection of beer which keeps spectators and cyclists in good spirits.

As in previous years, the **Expo** area is set up in **San Leonardo** and it is the real meeting point between companies and athletes: many stands and suggestions put forward by individual companies to stimulate people's curiosity. As always, the hoteliers in **Badia** will delight the visitors of the Expo area with the local gastronomy.

There are **36** companies involved including the classic technical sponsors such as **Selle Italia, Carvico, Garmin, Pinarello, Castelli, Kask** and **X-Bionic**, supported by national and international

entrepreneurial businesses such as **Panaria, Fastweb, Mapei, Arcese, Intesa Sanpaolo Private Banking, Raiffeisen**. There are two personalised **Kask** helmets with the Maratona's colours and logo: **Mojito** and **Protone**, the latest additions to the company's collection. A testament to the Maratona's commitment to the environment is its collaboration with Swiss company **Alpiq**, one of the key players in Europe in terms of building plant design, energy distribution and transport.

This passion for the environment is further reinforced by Enel and the state of the art **electrical Bmw i3** cars which are **chargeable thanks to the columns provided by Enel**. In a 90 square metre exhibition area, almost entirely dedicated to culture and the promotion of products and services for **Enel Energia's** electrical mobility and energy efficiency, it is possible to perform a test bike ride on a personalised trail, safely and free of charge.

DEDICATED TO ASPIRING CYCLISTS

Children also play a pivotal role in the Maratona thanks to the 'Maratona for Kids Sportful', a competition for aspiring cyclists aged 6 to 12 which takes place on the Saturday. Fun is guaranteed by Arcese with performances for adults and children alike at the Maratona Village and in the trailer at the finishing line which has been turned into a theatre and is an ode to unlimited fun. Last but not least, Fabio Vettori, the famous ant illustrator, will organise design labs in the village on Friday and Saturday and in the Arcese trailer on the Sunday.

FREE SHUTTLE SERVICE

Shuttles are the best way to avoid congestion on the days of the Maratona, as it gets quite busy. This is why, for bib collection, a free **shuttle bus service is active from Friday 1st July from 2pm to 7pm and Saturday 2nd July from 9.30am to 6pm**. Shuttle buses depart every **20-30 minutes** from **Colfosco, Corvara, San Cassiano and La Villa** and stop in front of the tourist association offices.

FACTS BY NUMBERS

The Maratona dles Dolomites - Enel is the Italian sports event with the highest representation at a provincial level: **101 towns out of a total of 105**. The oldest participant is Floriano Nardini, from Rome, who was born on 4th February 1933.

There are over 1450 volunteers and their commitment can be quantified in **over 22,000** hours of work.

There are six refreshments areas along the route and they distribute **2,300** kg of bananas, **650** kg of oranges, **12,000** sandwiches, **300** kg of cheese, **300** kg of cooked ham, **900** kg of cakes and sweets, **6,500** litres of Coca Cola, **8,500** litres of mineral water, **2,500** fruit juices, **11,500** litres of mineral salts, **11,000 portions** of tortellini Rana and **8,500** chops and sausages.

Six villages in Alta Badia (Colfosco, La Villa, Badia, S.Cassiano, La Val, Corvara) offer accommodation and other facilities: **16,700 beds, 500 km of ski slopes, 52 ski lifts and 2 cross country slopes**.

CELEBRITIES

Famous Italian entrepreneurs become sportsmen and women for a day. But on Sunday 3rd July, they have to face a different kind of challenge: they won't be making their way to the top of the company but to the top of the Dolomites. Brought together by their passion for cycling, in Alta Badia, we'll see **Rodolfo De Benedetti (CIR), Francesco Starace (ENEL), Mario Greco (Zurich), Alberto Calcagno (Fastweb), Fausto Pinarello (Pinarello), Matteo Arcese (Arcese), Carlo Tamburi (Enel), Alessio Cremonese (Castelli), Emilio Mussini (Panaria Group)** and many other sports stars and other well-known faces: **Alex Zanardi, Miguel Indurain, Manfred Mölgg, Dorothea Wierer, Davide Cassani, Roberto Sgalla, Pier Bergonzi, Federico Pellegrino, Stefano Baldini, DJ Linus, Matteo Piantadosi, Vittorio Adorni, Enzo Ghigo and Alta Badia's very own cycling champion Maria Canins**.

CLOSURE TIMETABLE OF THE ROADS - 03.07.2016

| Road | Route | Road closure in the opposite direction to the race | Road closure in the race direction | Estimated reopening time |
|-------|--------------------------------------------|----------------------------------------------------|------------------------------------|--------------------------|
| SS244 | La Villa centre | 5.00 | 5.00 | 7.15 |
| SS244 | La Villa-Arabba | 6.00 | 6.15 | 7.30 |
| SS48 | Arabba-Passo Pordoi | 6.30 | 6.45 | 8.45 |
| SS48 | Passo Pordoi – Bivio SS242 | 7.00 | 7.15 | 9.15 |
| SS242 | Bivio SS48 – Plan de Gralba (bivio Ss243) | 7.10 | 7.25 | 10.45 |
| SS243 | Plan de Gralba (biv. SS242) – P.so Gardena | 7.30 | 7.45 | 11.20 |
| SS243 | P.so Gardena – Corvara | 7.45 | 8.00 | 11.35 |
| SS244 | Corvara – Arabba | 7.55 | 8.10 | 11.30 |
| SS48 | Arabba – Cernadoi | 8.20 | 8.35 | 12.00 |
| SS638 | Cernadoi – Selva di Cadore | 8.35 | 8.50 | 12.15 |
| SS638 | Selva – P.so Giau-Pocol | 8.55 | 9.10 | 12.50 |
| SS48 | Pocol – P.so Falzarego | 9.40 | 9.55 | 13.35 |
| SS48 | Cernadoi – P.so Falzarego | 8.35 | 8.50 | 13.50 |
| SP32 | P.so Falzarego – Valparola | 9.15 | 9.30 | 15.45 |
| SP32 | Valparola – San Cassiano | 9.15 | 9.30 | 15.45 |
| SP32 | San Cassiano – La Villa | 9.15 | 9.30 | 17.00 |
| SS244 | Corvara – La Villa | 9.30 | 9.45 | 17.00 |

SEE YOU NEXT YEAR!

The 31st edition of the Maratona dles Dolomites - Enel will take place on 2nd July 2017.

www.maratona.it

For info: Comitato Maratona dles Dolomites – phone +39 0471/839536
email: info@maratona.it – www.maratona.it

Press Office: Pizzinini Scolari Comunicazione www.pizzininiscolari.com
Pizzinini Christian cell. +39 3388543309 christian.pizzinini@pizzininiscolari.com
Scolari Antonio Lodovico cell +394033738 antonio.scolari@pizzininiscolari.com