

PRESS RELEASE

THE 35th MARATONA DLES DOLOMITES – ENEL IS ABOUT TO BLOOM

This year, more than ever, the Maratona truly is a beautiful Ciüf, one of the many blooms which are already covering the meadows and fields of Alta Badia in South Tyrol / Italy. And this is exactly as it should be, considering the fact that the theme of this edition is specifically dedicated to flowers and flora, those colourful blooms both large and small, which Mother Nature brings to life during the summer. And together with flowers, the work of the organisers, collaborators, friends and volunteers who make the Maratona dles Dolomites – Enel possible each year is equally blossoming. Everything is ready, it is now all up to our cyclist friends.



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Numbers and courses

From flowers to numbers the step is short: as always, the requests to participate were three times higher than the available bibs, this year reduced by one thousand. The total number of requests is 27,300, while the total number of starters will be 8,000. This way, the organisers have ensured an even more efficient service can be offered and guaranteed with respect to the already high standards provided in the past editions. As always, 50% of the participants are Italian and 50% foreign, while 1,500 are volunteers.

The three routes are a classic by now not just of the Maratona, but for the cycling world in general: the Maratona course which is 138 km long with a difference in altitude of 4230 m, the 106 km Medium course 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. Cycling on the legendary roads which have made cycling history without the stress of cars and motorbikes is something really special, and cyclists know this only too well. Campolongo, Pordoi, Sella, Gardena, Giau, Falzarego and Valparola: a wonderful merry-go-round where participants can pedal along while savouring the splendour of a unique landscape in silence. That is the charm of the Maratona, what makes it such a unique experience, to be enjoyed through sweat and effort behind the handlebar. What remains is a memory that will be indelible for each and every cyclist.

The Maratona is increasingly a Green Event

Every year, new initiatives crop up, making the Maratona an increasingly green event. For us, the word sustainability is something tangible, which is why we strive, one edition after the other, to add a new puzzle piece to make the event more environmentally friendly and with a smaller impact on its surroundings. This is demonstrated by the “Green Event” certification obtained. The Maratona OC does not stop here, however: one of the goals this year is drastically to reduce the use of plastic at the arrivals refreshment point. Thanks to a significant investment, we purchased 16,000 glass ceramic plates and reusable crockery: this will allow to reduce the use of plastic by 70%.

The theme of sustainability also emerges in the initiative concerning the Green Angel, the sustainable mechanic riding Pinarello electric bicycles and full electric cars provided by Audi. Audi

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is helping us to have sustainable mobility, once again providing a significant number of full electric cars for the race management too. The mechanical workshop designed and managed by Enel is becoming more and more successful. This year, the workshop has been supplemented with professionals in the trade with the support of Shimano, who is joining the Maratona family from this edition.



Eolo, the telecommunications company, is another new entry, while the partnership with RCS as the event's Media Partner is once again confirmed. The Maratona thus becomes an opportunity for companies to meet at the various events during this long weekend.



All participants of the Maratona will receive a medal practically hand-made by local valley craftsmen using natural materials, including the must-have ciuf (the local term for flora), the symbol of this edition. To make it, 95,402 square metres of compressed hay bedding were used (approximately 500 grams of hay per square metre) with 8,000 daisies, in other words one on each medal and 2.30 cubic metres of Swiss pine wood in 10-centimetre planks.



The working process followed three steps: the planks of Swiss pine were cut and processed at the lathe. The round bar was used to create the individual medals and the edges were rounded by hand. Circles were cut out of the hay bedding with daisies one by one, and in turn they were glued to the Swiss pine rounds using natural adhesive.



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.



Eco-sustainable Carvico vest and Castelli jersey



Always at the forefront of environmental protection, the Carvico brand has designed a completely new vest compared to previous editions, distinguished by simple yet bold lines and a non-random colour: simple dark green which recalls the hues of the soil and nature.



The vest, which will be given away to every participant, is completely sustainable because it is made with Carvico's eco-fabrics: Norway and Revolutionary Eco. Both these fabrics are made from ECONYL®, an Aquafil brand, a 100% nylon thread regenerated from pre- and post-consumer waste materials such as fishing nets, carpet fluff and hard tulle.



"We have supported the Maratona dles Dolomites-Enel for years. At every edition, the event draws a huge number of Italian and international athletes. Cycling while wearing our vest will be a symbol, a way to demonstrate that sports lovers also love and respect the environment – states Laura Colnaghi Calissoni, Chairman and CEO of the Carvico Group. At Carvico, we truly believe in sustainability and are constantly in pursuit of a balance that is reflected throughout our production process to give rise to state-of-the-art technical fabrics that are truly respectful of nature."



The 2022 edition of the Maratona dles Dolomites – Enel jersey meets the needs of professionals. Lightweight, aerodynamic and highly breathable, the jersey was conceived best to tackle the



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mountain stages of the Giro d'Italia and is fitted with a number pocket incorporated into the back (no need for safety pins).

In order to create the iconic jersey, Castelli interpreted the "Ciüf" theme (the local term for Flora) inserting floral patterns into the texture, using green as a tribute to nature all around us, which now more than ever needs to be protected and safeguarded.



The nature elements project

Another interesting novelty concerns the Nature elements 2022 project created together with Valeria Margherita Mosca, forager, environmental hiking guide, chef and nature lover through and through. During the live streaming on the national television Rai2 on 3rd July, she will be explaining the importance and variety of flora in the vicinity of the Maratona routes and commenting on the Dolomites landscapes from a completely novel perspective.

This year too, the dish of the Maratona is another must-have, prepared by six hands by Valeria Margherita Mosca, Andrea Irsara, a famous local chef from the Stüa dla Lâ restaurant, and the nutrition expert "Equipe Enervit" Elena Casiraghi. The dish, which is specifically devised for cyclists, was created using only local ingredients, in keeping with the theme of the Ciüf, sustainability and locally-sourced cuisine. In a nutshell: barley, Swiss pine, fermented fir buds and dandelion. A simple, delicate, energetic and at the same time fragrant dish.

Speaking of gastronomy, we would like to point out that this year too, healthy products - locally sourced wherever possible - will be available at the refreshment points along the route. But there is one novelty: at the Falzarego Pass, thanks to the new partnership with Delicious Trail Dolomiti, an array of delicacies, tasty titbits and local treats from Ampezzo will be available. This initiative is part of the Delicious Trail Dolomiti, the foot race along the tracks of the Dolomites, scheduled to take place in late September 2022.

Maratona Village and Green Corners

The Maratona Village in Badia will be again in full swing this year, with a stage for the fashion shows, interviews and festive moments which have always brought it to life. From Thursday to Saturday, thousands of fans and visitors get together in what can be considered the symbolic meeting place of the Dolomitic granfondo cycling marathon and as always, in addition to stands offering all sorts of delights, they will also be delighted by news and curiosities dedicated to everyone, without exception.

Exhibitors will have their stands in wooden huts, made two years ago with the wood purchased and recovered from the areas which were devastated by the Vaia storm and, jointly with our logistics partner Arcese, who is a supporter of sustainability, "Green Corners" will again be set up at the Maratona Village as well as at the arrival. In these spaces, some of our volunteer friends will be helping visitors sort their waste for recycling.

Thanks to the success obtained in past editions, the food and wine corner has been confirmed, where the companies present in the village, including Marlene, Segafredo, Cantine Maschio, Rio

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Mare, Warsteiner and many more will offer visitors the chance to taste their products. Over the three-day event, the Maratona Village is frequented by personalities from the world of sport and other industries, who meet up with participants and sometimes even offer the chance for a selfie with a star. Among the companies involved, mention must be made of the traditional technical sponsors, namely Enervit, Selle Italia, Shimano, Technogym, Pirelli, Pinarello, Castelli, Kask, Koo, supported by certain national and international entrepreneurial concerns such as Enel, Panaria, Mapei, Arcese, Rana, Intesa Sanpaolo Private Banking. The ever-increasing drive toward the adoption of mobility models that are sustainable from an environmental, social and economic perspective is one of the many issues that the Maratona has been facing in recent years. Selle Italia will be presenting the Model X saddle, the first saddle ensuing from the new Greentech eco-sustainable production process conceived and developed entirely in Italy. Audi has another innovative surprise in store at the village.

The Maratona Village will be showcasing an exclusive preview of the Audi RS Q e-tron, the innovative electric prototype with range extender that took part in the latest edition of the Dakar Rally where the Audi Sport Team made its successful debut at the 2022 edition, obtaining four stage victories and 14 stage podiums and subsequently winning the Abu Dhabi Desert Challenge. Audi once again confirms its commitment to the implementation of full electric mobility and the partnership with Alta Badia and the Maratona dles Dolomites – Enel are concrete proof of the shared approach to a sustainable mobility.



No volunteers, no Maratona

It is a well-known fact that the volunteers are the veritable stars of the event, a thick group of volunteers who are this year more colourful than ever. Indeed, there are almost 1500 volunteers, including women, men and young people, who make a prestigious event such as the Maratona dles Dolomites-Enel possible. Without the commitment and the support, the help and the passion which every volunteer puts into it year after year, the Maratona would simply not exist. Volunteers hand out vests, manage the refreshment points, prepare the race packs and coordinate the arrival area. Volunteers are the beacon underpinning the entire organisational machine. And when the race ends and everything is dismantled, the day after the race everyone celebrates together. A massive barbecue, with even a lottery, is set up to reward everyone's efforts: an event within the event, a moment of shared celebration and joy, planning the next edition. Because that's the spirit of the volunteer: to give a helping hand so everyone is content.

Sport and entertainment, politics and entrepreneurship: the Maratona certainly does not lack in personalities

Between mountain passes and pedal strokes, toil and wonder, there is no lack of a desire to be there, to take part, to meet up and take on the challenge. So this year too, the Maratona dles Dolomites – Enel has turned into an unmissable event for many famous stars, and not just from the world of sports, but also from the world of show business as well as Italian and international entrepreneurs. Among the names attending the 35th edition, regulars include Dorothea Wierer,

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Miguel Indurain, Carlos Checa, Hervé Barmasse, Davide Cassani, Paolo Bettini, Filippo Pozzato, Federico Pellegrino, Manfred Mölgg, Fabrizio Ravanelli and Cristian Zorzi.

However, Undersecretary of State to Presidency of the Council of Ministers Bruno Tabacci will be at the start for the first time as well as Felice Ventura, human resources manager and RAI organisation.



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The group of industrialists and entrepreneurs this year will comprise Matteo Arcese (Arcese Trasporti), Pierluigi Alessandri (Technogym), Luca Spada (Eolo), Francesco Starace (Enel), Nicola Lanzetta (Enel), Fausto Pinarello (Pinarello), Laura Colnaghi (Carvico), Emilio Mussini (Panaria Group), Uberto Fornara (RCS Group), Angelo Gotti (Kask), Giovanni Bruno (Sky), Alberto Sorbini (Enervit).

The Minister for Technological Innovation and Digital transition Vittorio Colao and the influencers Tudor Laurini and Jhoanna Maggy will also be attending, along with the Paralympic athletes of Obiettivo3.

Olympic champion Tania Cagnotto, representing the ever-increasing number of women present at the Maratona, will play the role of official patroness of the event. She will be present on Saturday at the Maratona Village during the press conference to welcome all participants and at the Exquisa stand to greet all her fans; on Sunday morning she will be at the finish line to welcome the winners with the prize-giving ceremony.

Manfred Mölgg will also be part of the Maratona testimonial team this year, accompanying cyclists on bike tours during the cyclist's week and acting as ambassador on the days of the event.

The weather in real time with iLMeteo.it

This year, thanks to the partnership with iLMeteo, participants in the Maratona dles Dolomites-Enel will be able to take advantage of "real time" monitoring of the weather forecast before and during the race. This is an important service for fully enjoying the sporting experience that will help athletes decide on their itinerary and choose their clothing and equipment. And it is precisely in this direction that the collaboration with Italy's number one meteorology website goes. Lorenzo Tedici, meteorologist of iLMeteo.it, will in fact be in Alta Badia to provide updates on temperature, wind and precipitation to all race participants.

The beauty of live broadcasting

The Maratona is also six hours of live TV. Broadcast on Italian national RAI2 channel from 6:15 am to 12 noon, the live TV broadcast is an important showcase for the local territory and for amateur cycling, a genuine clean driver of the Maratona. During the live broadcast, in addition to following the exploits of the marathon participants, stories are told, friends are welcomed and above all emotions are conveyed thanks to a team of 40 people including journalists and technicians who make the live broadcast of such a magnificent experience possible.



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Data and curiosities

Provinces. There are 107 provinces in Italy, 101 of which will be attending the Maratona, making it the most well-represented Italian sporting event at provincial level.

Seniority. This year, the oldest participant is the Dane Kortegaard, who was born on 22nd January 1942. Hats off to him!

Volunteers. We have already mentioned the 1500 volunteers, but perhaps we can add another nugget of information: their commitment has been quantified as more than 23,250 total work hours.

Refreshment points. There are six refreshment points located along the route and during the race, they will be distributing a whopping 2000 kg of apples, 1500 kg of bananas, 420 kg of oranges, 9500 filled sandwiches, 180 kg of cheese, 190 kg of ham, 720 kg of cakes and pastries, 3900 litres of Coca Cola, 9000 litres of water, 1150 litres of iced tea, 10200 litres of mineral salts, 2050 kg of Rana tortellini pasta and 8100 steaks and sausages.

New services 1. Two new services are available for all participants. The first one is offered by ilmeteo.it, which on the days leading up to the event will provide detailed forecasts for each part of the route.

New services 2. The other initiative is a gift that the Maratona wants to give to all participants, specifically a personal video for each participant with footage shot from the most beautiful and charming points of the route.

A Marathon of Solidarity

The Maratona dles Dolomites – Enel is distinguished as ever also by the numerous charity activities it supports. This year three solidarity projects have been launched: the aid to the Fondazione Renato Piatti foundation in Varese which will implement a project relating to water therapy for people with disabilities; the project entitled Per fare un Ciüf ci vuole l'acqua (literally, it takes water to make a flower) launched in Uganda by the „Insieme si può“ NGO/non-profit making Association and lastly the project dedicated to the humanitarian emergency in Ukraine.

Waze: the Mobility Partner for the Maratona and Formula Bici

The free navigation app will help improve city traffic during the many cycling events promoted by Formula Bici, including the Maratona dles Dolomites – Enel, and will contribute towards improving our country's cycling culture.

The Waze free navigation app has become Mobility Partner for Formula Bici, the association that serves as a reference point for the finest amateur events in the Italian cycling world. The app's aim is to improve traffic in the passage areas at the numerous sporting events, and to show fans and participants how to get as close to the race routes as possible. At the same time, travelling motorists can set their navigation on Waze, to avoid the delays caused by changes in local traffic patterns.

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



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Last but not least

To stay up-to-date on all the initiatives and news about the Maratona, and to find out about the activities and greetings of the stars of this edition, simply browse the web version of the Maratona magazine at the following link: <https://www.maratona.it/en/magazine>



More information:



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