

PRESS RELEASE

The Maratona is back in the sign of art

“Here we are. The 4th July is almost upon us and everything is in order. Organizers, partners, friends and volunteers alike, we feel like we are the architects of an enterprise which up until a few months ago was simply unthinkable and that will become great thanks to the participation of our fellow cyclists. Indeed, it will be a fantastic day when we will all be able to complete this unfinished task together. We are convinced of this, pedaling across the Dolomites constitutes the utmost expression of the sublime art that is cycling. It is with this certitude that we have summed up everything that will give rise to a celebration that has been eagerly awaited for far too long.”, revealed Claudio Canins, General Manager of the Maratona dles Dolomites-Enel.

Figures and routes

It is a well-known fact that the Maratona is made up of figures and routes. This year, there were 31,600 applications, but in order to comply with the safety plan, there were only 6,000 places available. In spite of this, athletes with 57 different nationalities will be attending. The soul of the Maratona is international and multilingual.

The Maratona is scheduled to take place on Sunday 4th July, starting as usual at 6:30 from La Villa, and arriving in Corvara. The race snakes along three routes: The Long one, which is 138 km long with a difference in altitude of 4230 m; the Medium one, which is 106 km long, with a difference in altitude of 3130 m, and the Sella Ronda, which is 55 km long with a difference in altitude of 1780 m.

It is now a consolidated rule that the passes remain closed to traffic. 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 savoring the splendor 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.

A completely safe Maratona

The number one objective is to ensure maximum safety throughout the event. Social distancing must be observed, frequent hand sanitization and the use of a face mask in all circumstances except when actually cycling. Protocol provides for certain obligations, including an antigen test for anyone who doesn't already have their vaccination certificate or certificate of recovery. Detailed measures and updates are available at maratona.it/safety.

The organizers want these to be days of celebration and for anyone taking part in the race to be able to do so in complete safety. This is the only way we can go back to dreaming and cycling under the impressive and majestic rocks of the Dolomites.

SSD COMITATO MARATONA DLES DOLOMITES SRL

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Green angels

We decided to call them 'green angels' and considering the positive feedback in recent editions, this year we will be replicating the experience: there will be 6 sustainable mechanics, 4 on electric bicycles and 2 on board electric cars. This joint venture involves Enel, Pinarello, Pirelli and Audi, who is providing a significant number of full electric cars. Pinarello will be supplying Nitro electric bikes while Pirelli and Enel will contribute with their mechanics.

Audi Full electric in the race

Audi full electric or mild hybrid cars have been used along the entire route of the Maratona. The dream of all the cars in the race being electric is no longer just a dream but a concrete objective.

The Castelli jersey and the Carvico vest

The jersey for the 2021 edition of the Maratona dles Dolomites - Enel looks to the future but without neglecting the importance of past experience.

Castelli's relentless drive for innovation often leads to revolutionary advances in both performance and design, and it is via this approach that this jersey has been updated.

The jersey is based on one from the Squadra collection but has undergone an evolution that makes it special. A number holder has been integrated into the back pockets, which eliminates the need to use safety pins. The purpose is not only to better preserve the integrity of the fabric but also to improve the aerodynamics over the lower back.

Castelli has captured and interpreted the event's theme, "ERT" (art), with an original design approach inspired by the graceful and disciplined gesture of a brush stroke, the unique expression of an artist aiming to achieve beauty.

The touch of a brush, like the pedal stroke of a strong cyclist riding a mountain road, intensely eager to reach the pass. In technical terms, the jersey offers all the event participants a lightweight, aerodynamic and high-performance piece of kit that draws directly on the experience of the WorldTour pros.

Carvico - which has always been on the frontline to protect the planet - has decided to support the Maratona once again this year as a gold partner, providing all the participants with an eco-sustainable vest made in "special edition Maratona 2021" polyester fabric, which is 100% recycled from the collection of PET from the plastic bottles.

Over 72,000 bottles were recycled, this means the atmosphere was spared 4,600 Kg of CO2!

Maratona Village and Green Corners

The Maratona has resumed, so the Maratona Village in Badia is also reopening. Besides, the Maratona just wouldn't be the same without the favorite meeting place for thousands of cyclists and visitors wandering curiously among the stalls. They will be able to get together and have fun amid a ton of novelties and curiosities for all ages from the evening of Thursday 1st July. For obvious reasons, access is limited to a maximum number of people and we ask everyone for their full cooperation. It will still be a great way to celebrate.

Exhibitors will have their stalls in wooden huts, made two years ago with the wood purchased and recovered from the areas which were devastated by the Vaia storm.

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Jointly with our logistics partner Arcese, who is a supporter of sustainability, "Green Corners" will again be set up in both 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.

Owing to the success obtained in past editions, the food and wine corner has been confirmed, where the companies present in the village, including Segafredo, Cantine Maschio, Rigamonti, Marlene, 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, Technogym, Pirelli, Pinarello, Castelli, Kask, supported by certain national and international entrepreneurial concerns such as Enel, Panaria, Rio Mare, Mapei, Arcese, Rana, Intesa Sanpaolo Private Banking. The Audi brand is attending with an extraordinary car on display.

Volunteers: Without them, there would be no Maratona

The volunteers are the race's real heroes: a veritable, peaceful army about 1,500 people, including men, women, and youths, who make a prestigious event like Maratona dles Dolomites-Enel possible. Without their help, their support, and their passion that is renewed from one year to the next, there would be no Maratona. The volunteers handle everything, from distributing bibs to managing the refreshment stations, from preparing the race kits to coordinating the finish area. They are the indispensable linchpin of the entire organizational apparatus. And when the race ends and everything is dismantled, a big celebration brings everyone together the next day. An enormous cookout, including a raffle, is organized to reward everyone for their efforts: an event within the event, and a moment of joy and celebration to be shared, already with an eye on the next edition. This is the spirit of the volunteer: giving one another a hand, and living well together.

How about some numbers?

The Maratona dles Dolomites - Enel is the Italian sporting event with the highest provincial-level representation: 104 provinces out of a total of 107. The oldest participant is the Italian Dell'Acqua Enrico, born on 28 February 1942.

As already pointed out, the number of volunteers exceeds 1,520, providing more than 23,250 total hours of work.

The six refreshment stations deployed along the route dispense no less than 1500 kg of bananas, 500 kg of oranges, 7300 sandwiches, 220 kg of cheese, 200 kg of ham, 560 kg of cakes and sweets, 3100 litres of Coca-Cola, 6000 litres of mineral water, 900 of ice tea, 8000 litres of mineral salts, 7000 plates of Rana tortellini, and 5900 steaks and sausages.

The personalities attending the Maratona dles Dolomites – Enel 2021

Over the years, the Maratona dles Dolomites-Enel has become 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 stars attending the 34th edition,

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frequent fliers are Davide Cassani, Federico Pellegrino, Kristian Ghedina, Manfred Mölgg, Fabrizio

Ravanelli and Cristian Zorzi.

However, for the first time ever, the Alpinist Barmasse Hervé, the skipper of the Luna Rossa Francesco Bruni and former motorcyclist Marco Melandri will be at the start.

The group of industrialists and entrepreneurs this year will comprise Matteo Arcese (Arcese Trasporti), Francesco Starace (Enel), Fausto Pinarello (Pinarello), Laura Colnaghi (Carvico), Emilio Mussini (Panaria Group), Angelo Gotti (Kask), Giovanni Bruno (Sky), Alberto Sorbini (Enervit) and Andy Varallo (Dolomiti Superski).

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

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. Thanks to the work by the community of volunteer Map Editors, the website and the Waze app will indicate the roads closed to traffic and the opening and closing times of the roads that will be hosting the Formula Bici events. By downloading the Waze app free of charge, everyone who wants to watch the athletes go by can get close to the route. At the same time, travelling motorists can set their navigation on Waze, to avoid the delays caused by changes in local traffic patterns.

Projects linked to the art world

This year, there are several initiatives and projects linked to this year's theme: ert/art. The awards for the 34th edition were made with the help of the renowned art school in Ortisei "Cademia". Sixth form students from the Artistic College, design section and Year 11 and lower 6th form students from the Professional School for Artistic Crafts, sculpture section, designed the trophies according to original and creative criteria.

In addition, a partnership has been set up with the Scola d'Ert G. Soraperra Art Institute in Val di Fassa. As we all know, the Ladin valleys not only boast unrivalled natural beauties, but they also enjoy a remarkable artistic heritage. Over the past centuries, artistic handicraft has played a significant economic role in almost all of Ladinia. You might be interested to note how a specific production has developed in the various valleys, which is highly specialised and generally good quality, that has contributed to the socio-economic development of a mainly farmer-based society. The G. Soraperra Art Institute has contributed to bringing these artistic symbols of the Ladin valleys into the contemporary age. Using the stickers technique which is dear to street artists, giant graffiti will be applied along the route, starring key elements of Ladin artistic

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handicraft.

Moreover, Land Art artistic installations will also be positioned along the route, in partnership with the SMACH association aiming to stimulate people's interest in art and to value the landscape of Val Badia - through the installation of works in symbolic and highly suggestive places. In the form of a dialogue between art and nature, the artists thereby promote an in-depth and continuous awareness of the historical, cultural and traditional aspects of their surroundings, the Dolomites.

A Maratona of solidarity

RestART life, restART peace: The organization "Insieme si può" Onlus/ONG manages the project related to the support of the activities of artistic growth and expression for children orphaned by war in Afghanistan. With this project we want to promote art that enhances little lives, art that will create a future of peace.

Arte Sella: the contemporary Mountain: For over thirty years, Arte Sella has represented a place where art, music, dance and other expressions of human creativity come together, creating a unique dialogue between human ingenuity and the natural world.

On October 29th 2018, Arte Sella was hit by Storm Vaia. Therefore we want to contribute with this project to the reconstruction of the Art-Nature trail and the garden of Villa Strobele.

Association Alex Zanardi Bimbingamba: Also this year the Maratona supports the association Alex Zanardi Bimbingamba which makes artificial limbs for children who have undergone amputations and do not have access to proper health care.

The Maratona, live

As in years past, the Maratona dles Dolomites – Enel will be broadcast live on the Italian national TV channel Rai2. Live television coverage is an important showcase for the territory and for amateur cycling; the real clean engine powering the Maratona are the amateur cyclists who, with their stories, are the race's true stars. We will be placing less emphasis on the top finishers, because we want to give more visibility to those who experience the Maratona with a spirit of friendship and sportsmanship that goes beyond competition. We'll tell their stories, show their faces, and transmit their emotions, thanks to a 40-person team of journalists and technicians allowing this magnificent experience to be broadcast live.

The Maratona also launches the Italian Obiettivo3 relay race

The splendid stage of the *Maratona dles Dolomites – Enel* will also be hosting the second edition of Obiettivo Tricolore, the relay race conceived last year by Alex Zanardi and by the sports association he founded, *Obiettivo3*, to mark the recovery after the global lockdowns caused by Covid-19. This year too, the Relay Race will be uniting the whole of Italy from 4th to 25th July to the sound of "Go Go Alex" and it will involve 70 Paralympic athletes passing the baton up and down the country, from Alto Adige to Sicily, riding hand bikes, Olympic bicycles and wheelchairs. Michele Grieco, a Paralympic cyclist from Levico, will be the first relay racer in this new adventure. He will be setting off at 6:30 on Sunday 4th July together with the first group of competitors in the *Maratona dles Dolomites – Enel* and will cycle alongside other participants

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for part of the route, breaking away from them after a while to head solo towards Canazei where two more athletes of Obiettivo3 will be waiting, namely Sebastiano Nardin and Fabio Zotta.

Barbara Manni, Marketing and Communication manager of Obiettivo3 is also happy about this partnership: *"The organisers of the Maratona dles Dolomites-Enel are long-standing friends and we are really happy to share this project and to make sure that the start of our event coincides with their important race. The second edition of this great relay race takes on an even deeper meaning for us this year, i.e. resisting and growing. What happened to Alex could not and must not put him off the path he had taken up until that moment. Indeed, we have tried to grow it even further, supplementing it with new initiatives and even stronger actions. We have sought out new partnerships, networking with federations, associations and bodies, and we have gained the support of administrations, companies and sensitive media partners, in order to put together a new, action-packed edition of this relay race"*.

The cyclist's dish

Finally, a tasteful conclusion: since art is the main theme of this edition of the Maratona dles Dolomites-Enel, we wanted to pay homage to it with a dish dedicated to cyclists. The dish was created thanks to the collaboration between Elena Casiraghi, a specialist in sports nutrition and integration, and Nicola Laera, Michelin-starred chef at the La Stüa de Michil restaurant at Hotel La Perla. The dish is a "Creamy Carnaroli rice with wild spinach, goat ricotta cheese from the Ciores farm, lake trout caviar and red onion chips:". Rice is a gluten-free carbohydrate, which helps the recovery of energy (glycogen) after exertion. The goat's milk ricotta, processed with salt and pepper, is a source of protein and therefore contributes to muscle recovery. Finally, the trout caviar gives flavour to the dish, the red onion chips and the mountain spinach of which only the tops are harvested, processed with cold butter, are foods rich in polyphenols and vegetable nitrates. The dish is carefully prepared in every detail and satisfies the cyclist's hunger after exercise in a light and functional way. The dish will be presented on the occasion of the Maratona dles Dolomites-Enel and can be tasted throughout the summer in the restaurants of Alta Badia participating in the initiative.

More information:

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