



Press Release



LOVE AND BICYCLES: JOY AND EXCITEMENT AT THE MARATONA DLES DOLOMITES - ENEL 2017

A RACE THAT IS ALWAYS A CELEBRATION, A PINNACLE CYCLING EVENT,
RECOGNISING OUR 200-YEAR LOVE AFFAIR WITH THE BICYCLE

Alta Badia (Bz), Dolomites, Italy – The world has been in love with riding bikes since the first bicycle was invented in 1817. A primitive two-wheeler without pedals or brakes was rolled out by Baron von Sauerbronn on 12 June, and within just a few years it had spawned an exciting sport and a lifestyle. Our love for the bicycle – its fun, excitement, sport and environmental credibility – have only grown stronger over those 200 years. And that's just what will be shared by more than 9,000 cyclists from all over the world on Sunday 2nd July: love (which is also the theme of this edition) for the bicycle and love for the Dolomites and the area's wonderful heritage.

Departing at 6.30am from La Villa, heading to its finish in Corvara, the 31st edition of the **Maratona dles Dolomites - Enel 2017** is the queen of international gran fondos. **Riders with 69 different nationalities** have been selected from more than **33,000 requests** to participate. Among them **3,500** cyclists will make their debut on the Maratona routes. The draw ensures a continuous change of participants, creating opportunities for new riders to enjoy the gran fondo and discover Alta Badia and the Dolomites.

Half of the participants are Italian while the others come from all **five continents**. **Germany, Great Britain, the Netherlands and Denmark** are the European countries with the most representatives, while there are riders coming from far away countries such as **the United Arab Emirates, Thailand, China, Costa Rica and Brazil**. On top of that, VIPs from other sports and other events will be at the start line, showing how the Maratona dles Dolomites - Enel 2017 is a highly attractive international event.



RAI 3: THE MARATONA LIVE ON TV

RAI 3 will follow the race live from **6.15am** live and uninterrupted until **12.00pm**. With **three helicopters and an airplane** there will be superb camera shots from above, while there are more than **50 men and women** among the technicians and directors committed to ensuring an efficient and high quality service. The TV studio, set up in the **Corvara** arrival area and hosting famous cyclists and VIPs, is the fulcrum where the contributions to the race programme and the images of the incredible scenery are brought together. The various programs hosted by **RAI, Sky Sport** and other broadcasters make the TV coverage of this event unique for its kind.

During the 2017 edition of the Maratona, radio broadcasting will be offered by **NBC Rete Regione**, the event's official radio station.

GCN: Enjoy exclusive Maratona coverage and content on the world's largest YouTube cycling channel.

Maratona dles Dolomites - Enel 2017 and Alta Badia is the "home" of GCN - Global Cycling Network, the most popular YouTube cycling channel in the world, with the team of former pro rider presenters using the fantastic roads and scenery that only the Dolomites can deliver for creating their unique style of fun and informative on-bike, tips, tutorial and feature films since November last year.

Launched in 2013, GCN is the market leading cycling channel and still the fastest growing. It has over 1 million YouTube subscribers and gets more than 21.2 million video views per month across YouTube and Facebook, with over 2.5 million social followers representing a truly international audience.

GCN's partnership with Maratona and Alta Badia so far has been extremely successful: in the first six months of the collaboration the 115 videos published showcasing the region and the event have so far enjoyed a total viewing time on YouTube of 121 years and 35 days – and rising.





GCN will be at the Maratona with two presenters, Daniel Lloyd and Matt Stephens, meeting and greeting fans throughout the week and shooting several videos and hosting live sessions on social media before and during the Maratona.



THREE CLOSED-ROAD RACE ROUTES

There are three long-proven routes that the riders can select from, to suit their ability and aspirations.

Long, 138km: La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, Sella Pass Crossing, Sella Pass, Plan de Gralba, Gardena Pass, Corvara, Campolongo Pass, Arabba, Colle Santa Lucia, Giau Pass, Pocol, Falzarego Pass, Valparola Pass, San Cassiano, La Villa, Corvara. The highest point is the passage on the Pordoi Pass at 2,249m. The total elevation gain is 4,230m.

Medium, 106km: La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, Sella Pass Crossing, Sella Pass, Plan de Gralba, Gardena Pass, Corvara, Campolongo Pass, Arabba, Pieve di Livinallongo, Cernadoi, Falzarego Pass, Valparola Pass, San Cassiano, La Villa, Corvara. The elevation gain is 3,130m.

Sella Ronda, 55km: La Villa, Corvara, Campolongo Pass, Arabba, Pordoi Pass, Sella Pass Crossing, Sella Pass, Plan de Gralba, Gardena Pass, Corvara. The elevation gain is 1,780m.

IN 2017 IT'S LOVE THAT TRIUMPHS

Like every year there's a theme associated to the event; for the 31st edition of the **Maratona dles Dolomites - Enel 2017 Maratona** it will be **love**.

Why? Because love is like cycling, it requires resilience, perseverance, heart. It takes the head to cope with the surges of the soul, just as the hairpin bends on a descent. It requires persistence in the mind and free spirit in the heart, and respect for nature, human and earth.

And if in this world love will really triumph, well, we will have a wonderful world, like our Dolomites.



30 YEARS OF THE MARATONA IN NUMBERS

There have been 19 winners in the past 30 editions, of which 5 are non-Italians.

The attendance record is held by Heiner Rentergent who has participated 28 times.

In 30 years of races there has been a starting total of 185,360 cyclists, of which 84,611 are different people.

There are over 79,000 cyclists who, in 13 years of the draw, have tried unsuccessfully to sign up.

Requests from abroad are increasing, especially from the UK and the Netherlands.

The closed number is a positive for the Maratona. In fact, the 9,000 participants are not the only limitation. Given the media success and requests also the tour operators must be limited by the request that exceeds by far the offer. The same applies to the event partners, limited to 24 companies.

CASTELLI AND CARVICO, A WINNING PAIR

Castelli and Carvico are the official technical partners of the Maratona dles Dolomites - Enel 2017. Castelli provides high quality jerseys and shorts, while Carvico proposes its legendary gilet using a fabric made of recycled materials. The two companies are on a parallel course based on constant search for performance and perfection.

The MARATHON JERSEY by Castelli is a super lightweight, highly breathable jersey specially designed for the mountain laps of the *Giro d'Italia* (Italy's Grand Tour) and the *Tour de France*. This jersey is in 3D mesh fabric on the front and shoulders to keep the jersey extremely aerodynamic, lightweight and dry and support band around the waist, to give support to the pockets.

3D means that this fabric is not in direct contact with the skin, keeping the rider fresh by effectively moving the sweat away from them.

The dominant colour is red and also this year there is a female version, while the male MARATHON JERSEY is equipped with an extra "ecological" pocket to encourage cyclists not to throw the energy bar paper wraps or gels on the ground.





After the great success achieved in 2016, Carvico created 10,000 high performance technical gilets in collaboration with Castelli for the 31st edition of the Maratona. Lightweight, very functional, versatile, comfortable and technical at the same time, it has a unique feature: it was created with a fabulously exclusive and emblematic fabric called "New Maratona" and is an off-the-shelf product, available only to the Maratona dles Dolomites - Enel 2017 riders!



THE VOLUNTEERS: WITHOUT THEM THERE WOULD BE NO MARATONA



The volunteers are the real key players of the event: a small, great peaceful army of almost **1,500 men, women and youngsters**, who make a prestigious event such as the Maratona dles Dolomites - Enel 2017 possible. Without their help, support and excitement, renewed year on year, the Maratona wouldn't exist. The volunteers look after everything: from the bib numbers distribution to the refreshment points management, from the race packages preparation to the finish area coordination. They are the central and indispensable hub of the entire organisational structure, and when the race is over and everything is dismantled, a dedicated party is hosted on the day after the race for every volunteer. An enormous barbeque with a lottery is set up to reward everyone's efforts: an event in the event, a moment of celebration and joy, to be shared, already thinking ahead to the next edition. Because this is the spirit of the volunteers: help and stay well together.



THE ILLUSTRATED LOVE BY RICCARDO GUASCO



The well-known illustrator and artist Riccardo Guasco will collaborate with the Maratona again this year, representing the theme of love with his unmistakable style. His work will be visible in the event communication phase, exposed in various locations throughout Alta Badia.



BRADLEY WIGGINS, A KNIGHT AT THE MARATONA



Sir Bradley Wiggins is not just one of the world's most famous cyclists, an exceptional track racer and the Hour World Record holder. He has also received an OBE and a Knighthood. All in all, a real gentleman in every way, who'll be there for the start of the Maratona, with his charisma as a unique cyclist following his numerous successes including the Tour the France and eight Olympic medals.





SOLIDARITY TO THE DISABLED PEOPLE

This year's Maratona also includes special registrations supporting charities, with the proceeds going to three associations: **Assisport Alto Adige** (www.sporthilfe.it) supporting real sporting talents, youngsters who can't afford to take part in competitions; "**Alex Zanardi Bimbingamba**" (www.bimbingamba.com) which provides artificial limbs for children who have suffered amputation and who are unable to receive treatment from the health care system; the "**Insieme si può...**" association, a non-profit NGO (www.365giorni.org) that supports a project for people with disabilities.

This NGO has been supported by Maratona's 2016 edition, helping the least fortunate of the world's people: disabled people in Uganda, an incredibly poor country that is still socially underdeveloped. The light was put back into hundreds of eyes that, until recently, had known only exclusion, suffering and defeat. Thanks to the money raised, the following projects were completed: 33 corrective operations and 12 sets of screening for specific treatments for the same number of disabled children; 31 people who had been dragging themselves across the floor their whole lives received wheelchairs and suitable crutches; 9 disabled people received professional training; 5 families with disabilities were supported in starting their own business in order to become financially self-sufficient. In addition, help was also provided to three organisations offering hospitality to abandoned disabled people, essential work was carried out on their buildings and support was given not only for therapies but also for self-sufficiency and self-help schemes.

CYCLING IN JUNE ALONG THE ROADS OF THE DOLOMITES

Freely cycling across the Dolomite mountain passes without having to worry about cars and motorbikes is no longer an event that happens every so often. We now have a precise programme of initiatives that are becoming increasingly successful, offering the chance to experience cycling in this area in a whole new way.

Before the famous **Sellaronda Bike Day** on Sunday 25th June, the first ever **Dolomiti Bike Day** was held on Sunday 18th June, bringing more than 5,000 cyclists to the roads along the **Campolongo**, **Falzarego** and **Valparola** mountain passes which were closed to traffic for the occasion.

Compared to the Sellaronda Bike Day, the Dolomiti Bike Day was more of a family event, with parents pedalling their kids around in trailers attached to their bikes. There were also lots of young people and loads of e-bikes along the route, demonstrating how the electric bike is changing not only the way we ride along our roads, but also the way we understand tourism. An excellent sign for the Dolomites, a world heritage site. There is of course another initiative that closes the Dolomite mountain passes to traffic, on Sunday 2nd July: the





Maratona, which records more than **50,000 overnight stays** for the event alone. Important news for those interested: every Wednesday in July, the **Sella pass** will be closed to traffic. This is a pilot project which could open new horizons for increasingly sustainable tourism in the Dolomites.



But there's also something for **mountain bike** enthusiasts, above all for those who don't want to work too hard. In Alta Badia, there's a new **e-bike sharing** service, with state-of-the-art bikes available in seven stations positioned in the various towns and on the plateau, offering the wonderful experience of riding around freely surrounded by nature. The bike sharing service allows you to leave from one station and drop your bike off at another. From this year, Pinarello, the official partner of the Maratona dles Dolomites - Enel and of the Alta Badia Tourist Board, will be providing the e-MTBs.

THE SPONSORS, CLEAN ENERGY FOR THE MARATONA

After celebrating its 30th anniversary, the Maratona is well aware of a simple truth: as **Europe's most important** non-professional cycling event, you need to believe in and share solid values if you want to continue to grow and improve. The Maratona is more than just a cycling event, it's also about environmental awareness, solidarity, amazing sights, culture and business. As it continues, this event is also made possible thanks to the support of its partners who fully share the same philosophy and moral values.

Starting from **Enel**, who is the event's **title sponsor**. This partnership between Italy's largest electricity company and the Maratona began years ago and is based on solid shared values. Loyalty, competition, passion and care for the environment are key words for both organisations that are full of real meaning and form the basis for a constantly evolving dialogue in which the company, led by Francesco Starace, will have an increasingly important role, especially with a view to making Alta Badia more and more sustainable.

The Maratona's organisation costs exceed **€2.5 million** and the race itself simply wouldn't exist without the support of its sponsors. That's why the **organising committee** carefully selects its **partners**, all of whom must have suitable requisites that are in line with the spirit of the event.

Castelli, **Enervit**, **Selle Italia** and **Alto Adige/Südtirol** have been the main supporters of the race for years. New for this year: the Gardena refreshment area will be equipped with a **Segafredo Point** allowing participants to enjoy a delicious coffee while admiring the views of the Sasslong mountain.

After the race, **Cantine Maschio** will be offering **all participants a bottle of prosecco**, and **Rana** will be feeding the thousands of cyclists with its range of



specialities. In a beer-fuelled event like this one, **Warsteiner**, one of the Maratona's oldest partners, will be present along the various stages of the race with a variety of beers, providing enjoyable refreshments for the public and the cyclists.



AUDI, THE MARATONA AND ALTA BADIA

Some of the cars helping at the Maratona will be electric; in particular, **Audi** will be present with its **E-Tron** range vehicles, providing the event with a clean and silent fleet of cars. The agreement signed between Audi and the Maratona is part of a wider collaboration involving also the **Alta Badia Tourist Board**, **Skiworldcup Alta Badia**, **Skicarosello** and **Dolomiti Superski**, showing how Audi's commitment goes beyond the Maratona to include also Alta Badia and the Dolomites.

MARATONA VILLAGE

As usual, from Thursday evening onwards, **San Leonardo** will be hosting the **Maratona Village**, whose programme of events for this year has plenty of surprises in store, with fashion shows, games and creative workshops for kids, a wheel of fortune and hot-air balloon rides.

Another important new feature this year is the refreshment area, where companies such as **Segafredo**, **Cantine Maschio**, **Rigamonti**, **Marlene**, **Conad** and many more will be offering their delicacies to the public.

During the three days, the Maratona Village will be visited by sports personalities and other VIPs, who will be meeting the participants posing for some photographs together.

There are **37** companies involved, including traditional technical sponsors such as **Selle Italia**, **Carvico**, **Technogym**, **Garmin**, **Pinarello**, **Castelli** and **Kask**, alongside national and international businesses such as **Enel**, **Panaria**, **Alpiq**, **Mapei**, **Arcese**, **Intesa Sanpaolo Private Banking** and **Raiffeisen**. **Kask** has provided two customized helmets featuring the Maratona's logo and colours: the **"Mojito"** and the **"Protone"**, the company's most renowned helmets.

DEDICATED TO ASPIRING CYCLISTS

Another well-established event is the **Maratona for Kids Sportful**, a race dedicated to aspiring cyclists aged between 6 and 12, which takes place on



Saturday. Enjoyment is also guaranteed by **Arcese**, with performances for adults and children held at the **Maratona Village** and the now famous trailer at the finish line which will be transformed into a theatre - dedicated to unlimited fun. Lastly, **Fabio Vettori**, the famous artist behind the ants cartoon series, will be organising drawing workshops at the village on Friday and Saturday and at the Arcese trailer on Sunday. Sportful has always paid close attention to its younger guests, and once again this year it will be giving away a gorgeous cycling jersey to all participants.



CASTELLI



FREE SHUTTLE SERVICE



Sustainable transport in Alta Badia and in the Dolomites has always been of paramount importance to the Maratona and the **shuttle service** represents an important way of relieving traffic in the days running up to the event. That's why, to collect bib numbers, a **free shuttle bus will be available on Friday 30th June from 2pm to 7pm and on Saturday 1st July from 9.30am to 6pm**. Buses leave every **20-30 minutes** from **Colfosco, Corvara, San Cassiano and La Villa** and they stop in front of all tourist board offices.



HERE'S SOME KEY FACTS AND FIGURES



The Maratona dles Dolomites - Enel is the most well-represented sporting event in Italy in terms of the provinces represented: **102 out of a total of 105**. This year's oldest participant is Frenchman Roger Moncar, who lives in Rome and was born on 25th September 1935.



As already mentioned, there are more than 1,500 volunteers who'll be clocking up **more than 23,000** working hours in total.



There are **six** refreshment points along the route and they'll be providing an astounding **2,200kg** of bananas, **500kg** of oranges, **10,500** sandwiches, **320kg** of cheese, **290kg** of cooked ham, **800kg** of cakes and sweets, **4,500 litres** of Coca Cola, **9,000 litres** of mineral water, **1,300** fruit juices, **10,500 litres** of mineral salts, **11,000 dishes** of Rana tortellini and **8,500** steaks and sausages.



There are also **six** destinations around Alta Badia (Corvara, Colfosco, La Villa, Badia, S.Cassiano, La Val,) with **16,700 beds**, **500km of ski slopes**, **52 ski lifts** and **2 cross-country skiing tracks**.



WHO'LL BE THERE?



A sports day for Italy's business leaders who, on Sunday 2nd July, will be facing a climb up the stunning Dolomite mountains rather than up the corporate ladder. In Alta Badia, united by their passion for cycling, there'll be:



Francesco Starace, CEO of ENEL,



Carlo Tamburi, Enel's Country Director for Italy



Rodolfo De Benedetti (CIR)

CASTELLI

Mario Greco (AD Zürich)



Fausto Pinarello (Pinarello)



Matteo Arcese (Arcese)



Alberto Calcagno (Fastweb)



Emilio Mussini (Panaria Group)



Laura Colnaghi (Carvico)



Giovanni Bruno (Sky)



Alberto Sorbini (Enervit)



as well as many more sports personalities and other VIPs such as:

Bradley Wiggins



Paolo Bettini



Manfred and Manuela Mölgg



Dorothea Wierer



Davide Cassani



Roberto Sgalla



Pier Bergonzi



Federico Pellegrino



DJ Linus



Paolo Kessisoglu, former presenter of "Le Iene"

Matteo Piantedosi



Enzo Ghigo, Chairman of the Lega Professionisti di Ciclismo (*'League of Professional Cyclists'*)

and the former Italian road cycling champion Maria Canins.



For info:

ASD Maratona dles Dolomites tel (+39) 0471/839536 fax (+39 0471/839915

e-mail: info@maratona.it www.maratona.it

Press Office - Pizzinini Scolari Comunicazione www.pizzininiscolari.com

Christian Pizzinini Cell. +39 338/8543309

e-mail: christian.pizzinini@pizzininiscolari.com

Antonio Lodovico Scolari Cell. +39 338/4033738

e-mail: antonio.scolari@pizzininiscolari.com