



PRE-RACE PRESS RELEASE

2018 MARATONA DLES DOLOMITES – ENEL: BALANCING ON A BIKE. BALANCING LIFE.



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WE ARE READY FOR A NEW, EXCITING EDITION OF THE MARATONA

ALTA BADIA (South Tyrolean Dolomites/Italy) – AN EVENT THAT INVOLVES CYCLISTS FROM 68 COUNTRIES

Organising an event like the Maratona dles Dolomites-Enel is a balancing act. This is why certain aspects of the event never change, such as the starting time and place, which is always at 6.30 am from La Villa, and the finish line in Corvara. As always, the **Maratona dles Dolomites-Enel**, the queen of the international granfondos, welcomes a heterogeneous group of enthusiastic cyclists, and 2018's 32nd edition is no exception: **cyclists of 68 different nationalities will be attending** and they have been selected from the **32,400 applications** we received. This year, **4,900** of the total number of cyclists will be making their Maratona debut. The drawing system makes it possible for new participants to get the chance to experience Alta Badia and the Dolomites every year.

Half the cyclists are Italian, the other half come from all **five continents**. The best-represented European countries are **Germany, Great Britain, the Netherlands and Denmark**, and the cyclists who have travelled the furthest hail from **Singapore, Saudi Arabia, China, Kenya, New Zealand, Australia and Brazil**. Well-known sportsmen, sportswomen and famous faces from other industries will also be taking part, which attests the international appeal of the Maratona dles Dolomites - Enel.

THE MARATONA IS LIVE ON TV

RAITRE will be broadcasting the event live on TV from **6.15 am till noon**, with no interruptions. **Three helicopters and one plane** will take care of the aerial shots, while over **50 men and women** on the production team are committed to guaranteeing a high-quality, efficient broadcasting. The TV studio, which is set up near the finish line in **Corvara**, will welcome famous faces of the cycling world and beyond, and will be where all the commentary and filming will take place. The services provided by **RAI, Sky Sport** and other channels make the TV broadcasting of this event one of a kind.

For the 2018 edition of the Maratona, the radio support is provided by **NBC Rete Regione**, the Maratona's official radio station. This year, Global Cycling Network, the most popular YouTube channel in the world when it comes to cycling with over one million subscribers, will also be in attendance. The channel offers free content that focuses on cycling 24/7 in a captivating and creative way.

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.



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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 2018 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.

BECOMING BALANCED CONSUMERS

The theme of balance is perfectly in line with our concept of eco-sustainability: the Maratona has long promoted initiatives which aim to reduce energy emissions and consumption. Based on the measurements and calculations of emissions recorded during the 2017 edition of the competition, the Maratona reached certification level and 88.25 % compensation of greenhouse gas emissions (compared to 74% in 2010), and it did not purchase CO2 credits.

We are aware that this alone does not constitute the solution to the problem of air pollution and subsequent climate change, but it shows how integrated action can help to significantly curb emissions and, therefore, contribute in a concrete way to protecting the climate, the earth and the environment.

THE GREEN ANGEL

The Green Angel, the sustainable mechanic, is being introduced to the Maratona for the first time. Green Angels are mechanics who on Sunday will cycle around on electric bikes supporting cyclists in need of mechanical assistance. Thanks to Pinarello who supplies the new 'Pinarello Nitro' electric road bikes and Pirelli, who provides the mechanics, the Maratona organisation team is attempting to demonstrate its clear support for sustainability during the competition (specifically) and on the roads of the Dolomites (in general). Electrical bikes represent the future of clean mobility not only in cities, but also in the mountains.

FREE AND CLEAN MOBILITY

The free shuttle service that connects all the villages of Alta Badia and takes you to the spot where you can pick up your maratona pack in Badia is not new, but it remains an



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essential service to avoid traffic jams and to reduce energy consumption. Over 3,200 people used the service in 2017, that's 15% more than in 2016, and we hope even more choose to do so this year. The organisation team's car fleet is made up of Audi Q7 e-trons and steps are being taken to ensure we have the full electric versions available in 2019. The relationship between Audi and the Maratona dles Dolomites - Enel stems from a shared vision when it comes to sustainable mobility and is strengthened by the partnership between the car manufacturer and Alta Badia, specifically through the creation of an infrastructure to charge electrical vehicles. But not only that: Enel participates both in the development of a project for Eva+ electric charging points, and in the integration of charging services offered through the purchase of new Audi e-trons, the first fully electric cars making their debut in Italy at the end of the year. From Thursday afternoon, visitors will be able to admire the full-electric concept car Audi Elaine, strengthened by the autonomous Level 4 driving in order to travel in complete safety without any intervention by the driver.

THE MARATONA AND CHARITY WORK, AN INSEPARABLE PAIR

The Maratona has always stood out for one of its extremely important features: **charity work**. Thanks to the proceeds from **higher-priced registrations**, the Maratona is able to spread hope and provide real help to people across the world. In particular, the Maratona supports the non-profit association NPA/NGO “**Insieme si può**”, (www.365giorni.org) which supports the project related to Kangole Boys Primary School in Northern Uganda and its respective dormitory for pupils and training courses, the **Costa Family Foundation** (www.costafoundation.org) that will build a new family home in Jhamtse Gatsal in the district of Tawang - Arunachal Pradesh in India., the **Assisport Alto Adige** (www.sporthilfe.it) which supports real sporting talents, young people who can not afford to finance their competitions and the **Alex Zanardi BIMBINGAMBA Association** (www.bimbingamba.com) which makes artificial limbs for children who have undergone amputations and do not have access to proper health care.

ALTA BADIA BIKE FRIENDLY: CYCLIST-FRIENDLY HOLIDAYS

Some passions last for the summer, whereas others last a lifetime. Over recent years, Alta Badia's passion for cycling is really making this destination stand out, representing the ideal setting to experience spectacular moments on two wheels, and with new events and interesting proposals being introduced every year. Alta Badia is in the heart of the Dolomites, a UNESCO World Heritage Site, and has become a point of reference for even the most demanding cyclists. The area offers a range of tourist services for cyclists known as the "Bike Friendly" initiative, focusing on both road cyclists and mountain bikers. The tourist information offices provide road maps with recommended routes, and the partnership with the specialised Dolomite Biking School (www.dolomitebiking.com) allows group or individual excursions to be organised daily. Until the end of July, you can go cycling every Monday, Tuesday and Thursday accompanied by expert local guides in occasion of the bike guided tours. Each day, two trips will be available to suit two different levels: “tour” for experts and “hobby” for intermediate cyclists. These trips allow you to reach the most iconic places and passes of the Dolomite mountains that have made history in the Giro d'Italia, all accompanied by expert guides and with complete peace of mind. It's possible to book the excursions, costing €27.00, at the Alta Badia tourist offices, or at any “Bike Expert” or “Bike Friendly” hotel.



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For those who like cycling without effort, Alta Badia offers the E-Bike Sharing scheme with the brand new Pinarello e-bikes. Thanks to this service, it's possible to conveniently cycle from one place to another, both up in the mountains and in the various villages, allowing you to reach the three parks within the 'Movimënt' Area. It's also important to point out that these bicycles are electric and are therefore very easy to ride. These outdoor activities are therefore also suitable for less sporty people, who simply want to enjoy the views of the Dolomites on two wheels. The stations where bikes can be dropped off and picked up are located above Col Alto, Piz La Ila and Piz Sorega and in the villages of La Villa and Corvara. Pinarello has launched its first e-bikes in Alta Badia, thereby strengthening the partnership between this tourist destination and the famous bicycle brand.

THE PARTNERS AND THE MARATONA: A PERFECT BALANCE

Thanks to the support, contribution and active collaboration of the partners, the Maratona has grown over time, becoming the **most important amateur cycling race in Europe**. As a matter of fact, the relationship between organisers and companies who have long believed in this event, is based on shared values which translate into ecology, solidarity, performance, culture, and finance. This starts with **Enel**, the **title sponsor** of the event. The relationship which has grown year after year between the biggest electricity provider in Italy and the Maratona has a solid foundation. Loyalty, sportsmanship, passion and attention to the environment ring true for both. These words translate into tangible actions supported by constant dialogue, meaning that the company captained by Francesco Starace, will play an even more important role in the future, particularly with regard to making Alta Badia even more sustainable.

The organisation costs of the Maratona exceed **2.5 million Euro** and the race itself could not be possible without the support of its partners. This is why the **organising committee** carefully chooses its **partners**; 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 partners of the race. At the Gardena refreshment spot, you'll find the **Segafredo Point** which allows participants to enjoy a delicious coffee while admiring the Sassolungo.

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 brings its pasta dishes necessary to feed thousands of hungry cyclists. In a competition where hydration is key, we also supply **Warsteiner**, one of the Maratona's historic partners, an important player at the different stages of the event thanks to its selection of beer which keeps spectators and cyclists in good spirits.

THE MARATONA VILLAGE

Starting from Thursday, **San Leonardo** welcomes the Maratona Village; its programme this year features many surprises including fashion shows, games and drawing lessons for children, the wheel of fortune and the social wall. Following the success of the 1st edition, companies such as **Segafredo, Cantine Maschio, Rigamonti, Marlene, Warsteiner** and many others will delight us with their delicacies. During these three days, the Maratona Village will welcome famous sports personalities and many more who will meet participants and, potentially, be open to taking a couple of photographs together. There are **40** companies involved including the evergreen technical partners such as **Enervit, Selle Italia, Technogym, Pirelli, Pinarello, Castelli, Kask**, but also national and



international businesses such as **Enel, Panaria, Alpiq, Mapei, Arcese, Rana, Intesa Sanpaolo Private Banking.**



NOT JUST FOR ADULTS!



Everybody now knows that the **Maratona for Kids Sportful** is an event within an event: the competition is reserved to aspiring cyclists age 6 to 12 and takes place on the Saturday before the Maratona. It's a cycling event that involves young cyclists and their parents. Fun is guaranteed thanks to **Arcese's** shows for adults and children in the **Maratona Village** and the well-known tractor-trailer that turns into a theatre brings you endless fun! Last but not least, **Fabio Vettori**, the famous ant illustrator, will organise drawing labs in the village on Friday and Saturday and in the finish line area on Sunday. Sportful has always paid attention to children and, once again on this occasion, it will give all participants a beautiful cycling T-shirt.



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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: **105 out of a total of 107**. 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 **2,100kg** 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, **11,500 litres** of mineral salts, **11,000 dishes** of Rana tortellini and **8,500** steaks and sausages.



WHO'LL BE THERE?



A sports day for Italy's business leaders who, on Sunday 1st 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),



Mario Greco (AD Zürich),



Fausto Pinarello (Pinarello),

Matteo Arcese (Arcese),

Emilio Mussini (Panaria Group)

Laura Colnaghi (Carvico)



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Giovanni Bruno (Sky)

Alberto Sorbini (Enervit)

Matteo Marzotto (Enterpriser and President of the "Fondazione Ricerca Fibrosi Cistica)

Sir Brailsford (Team Sky)

Renato Di Rocco (FCI president)

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



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Miguel Indurain,
Elia Viviani,
Paolo Bettini,
Alessandro Zanardi,
Marzio Bruseghin,
Manfred e Manuela Mölgg,
Dorothea Wierer,
Lisa Vitozzi,
Christof Innerhofer
Davide Cassani,
Roberto Sgalla,
Pier Bergonzi,
Federico Pellegrino
DJ Linus,
Paolo Kessisoglu, former presenter of "Le Iene"
and the former Italian road cycling champion Maria Canins.

RESEARCH FOR A BETTER UNDERSTANDING

We have conducted market research through an international agency, certified by two English bodies: the ICO (Information Commissioners' office) and MRS (Curiosity Insight Revolution). Our aim was to analyse the positioning of the Maratona dles Dolomites - Enel brand on an international scale, to assess the quality of our event, to understand what trends cyclists, both granfondo and regular, will be following over next few years, to study market strategies suitable to increasing the qualitative level of the event and the appeal of Alta Badia and the Dolomites as a cycling destination.

The data which emerged from the research was surprising. First of all, it was extremely interesting to assess where the answers came from: only 1% from Italy, 32% from North Europe and 23% from North America. What subsequently emerged was that the Maratona was the most mentioned granfondo on the list of "granfondos you know" and that the Maratona is always near the top of the granfondo wish list in the eyes of both cycling pros and enthusiasts. Research is a very important tool to create guidelines not only for the future of the Maratona, but for the whole Alta Badia complex with a view to improving the offer to cyclists.

WE BRING YOU THE ALTA BADIA BRAND

On 21st December last year, the Alta Badia Brand was officially inaugurated: this is a consortium with four very important partners for tourism in the valley: Tourist Associations, the Consorzio Impianti a Fune Alta Badia, the organisation of the Ski World Cup and the Maratona dles Dolomites - Enel.

For over eight months of meetings and gatherings with a specific work group constituted in collaboration with the agency Brand Trust located in Nuremberg, we evaluated and assessed the current situation and potential alternatives for the future of Alta Badia.

ABB's mission is to develop, coordinate and implement, in conjunction with the four partners, both the strategic guidelines and the marketing and communications activities of the complex.

The four partners share the same objective: setting Alta Badia apart from all other complexes and offering memorable moments of leisure in the mountains.



We are no longer speaking of a community, but of an actual governance structure on a tourist level which will make it easier to coordinate the market opportunities that are put forward.



THE REPÊCHAGE IS BACK!

And, last but not least, here is a big change: from 2019, we are bringing back the repêchage, which means that everybody will get to take part in the Maratona within some years. In November, we launched a survey asking all Maratona enthusiasts whether or not they wanted to bring back the repêchage (it was removed in 2014) and over 8,000 people replied. Since its inception in 2004, 84,703 cyclists have tried to enter the Maratona lottery and have failed to get a spot. 90% of all participants in the survey said they wanted the repêchage back, so we decided that, starting from next year, it will be reintroduced to ensure participation at least once in six years. We know six years is a long wait, but we have no choice given the sheer number of requests we receive.



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



Press Office: Pizzinini Scolari Comunicazione www.pizzininiscolari.com

Pizzinini Christian mobile +39 3388543309 christian.pizzinini@pizzininiscolari.com

Scolari Antonio Lodovico mobile +39 394033738 antonio.scolari@pizzininiscolari.com



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