

MARATONA DLES DOLOMITES - ENEL

Press release: presentation of the 33rd edition

A race with an eye on tomorrow

The 33rd edition of Maratona dles Dolomites - Enel is dedicated to **Duman**, the Ladin word for “tomorrow”. It is a tomorrow that casts a particular eye on a Mother Earth we have got into serious trouble, without realizing that in so doing, we have got ourselves into serious trouble as well. But we’re optimists, and as we look to tomorrow, we think there’s a lot we can and must do to improve this situation today.

In our own, small way, when we think about tomorrow we think about the Dolomite passes closed to motor traffic, without the ghostly tunnels burrowed into the bowels of the Earth. And we think about the many people who, in the shadow of the Dolomites, a UNESCO World Heritage Site, will enjoy silence, beauty, and mountain air restored to its pristine state.

When we think about tomorrow, we think about the effort we make and how much discipline is required to organize the Maratona dles Dolomites – Enel. And we think above all about the great enthusiasm that more than 9,000 cyclists bring to the Maratona. When we think about tomorrow, we think it will once again be a great celebration, thanks also to all the volunteers lending a hand, and to everyone who continues to believe in this possible dream.

Numbers and routes

The Maratona dles Dolomites – Enel can be understood through numbers and routes. Let’s start with the numbers: this year, **31,600** requests were made for the usual **9,000** available spots; requests were received from **81 different countries**, with **72** remaining after the draw. **45** tour operators asked to take part, 32 of which were accepted given the limitations on participation. The return of the repechage launched last year brought the following result: **881** people advanced after six negative draws. One should never lose hope of being able to ride the Maratona.

The Maratona is held on **Sunday, 07 July** and the start will take place as usual at **6:30 AM, from La Villa**, finishing at **Corvara**. The race runs through three routes: **the long one, 138 km in length with a 4,230 m difference in altitude; the medium one, 106 km long and with a 3,130 difference in altitude; and Sella Ronda, 55 km long with a 1,780 m difference in altitude**. In what is now an established rule, the passes are strictly **closed to traffic**. Riding the legendary roads that made cycling history without the nuisance of cars and motorcycles is a thing of matchless beauty. **Campolongo, Pordoi, Sella, Gardena, Giau, Falzarego, and Valparola**: a magnificent carousel to cycle through, immersed in the silence and splendour of a landscape that is one-of-a-kind in the world. This is the allure of the Maratona. This is what makes it a unique experience to be enjoyed through perspiration, hard work, and pushing on the pedals. What remains is a memory that becomes indelible in the mind of each participant.

A Maratona of solidarity

On 29 October, the Dolomites saw **bad weather that brought enormous damage, destroying millions of trees and paths, and harming entire towns**. The area of Agordino and Fodom was stricken with particular ferocity. The Maratona dles Dolomites-Enel Committee has thus decided to organize a **fundraiser for the municipalities of Colle Santa Lucia and Livinallongo**, which for years have witnessed the immense group of “*maratoneti*.”

In addition to the 388 charity registrations established by regulations, **74 other increased-price registrations have been sold; one half on 28 November 2018 and one half on 28 March 2019.** Forty Gold registrations sold for € 250, 30 Platinum registrations for € 500, and 4 Crystal registrations for € 1,500 each.

All the proceeds for these registrations, totalling € 31,000, were given to the two municipalities: **a small contribution to help these magnificent places get back to normal life.**

A sweet development for a sweet tomorrow.

The “Insieme si può” project: producing honey in the communities of Karamoja

For years, the Maratona has lent its collaboration to the association “**Insieme si può**,” seeking to support its activities around the world. They are now in **Karamoja, Uganda**, and we’re with them to lend our assistance to a new project to start up honey production in the communities living on the slopes of **Mount Moroto**. The initiative calls for an investment of **€ 25 thousand** allocated for the intensive training of **100 beekeepers selected in the remotest areas of Mount Moroto, where the most impoverished population lives, but which is also home to the environmental conditions most favourable for the development of apiculture.** For each beneficiary, the courses will be followed by the delivery of a start-up kit consisting of hives and specific equipment to ease and ensure the safety of the various phases of honey harvesting. A protected environment provided on site by “**Insieme si può**” will house a filtering facility equipped with specific apparatus: here, the beekeepers will be able to bring their harvest, and the honey will be packaged. This will guarantee the selection of a high-quality product, with equally high hygienic standards. The honey will then be brought onto a market that already attracts very high demand.

All the proceeds from the honey’s sale will go to the 100 beekeepers and their families, making this a project aimed at a sweet development for a sweet tomorrow.

From the Aeolian Islands to the Dolomites

This past **08 June, Healthy Seas** joined **Ghost Fishing** in organizing an initiative, as spectacular as it is urgent, allowing more than **5 tons of ghost nets** to be removed from the **Aeolian Sea** during a **6-day** mission on the occasion of **World Oceans Day**. The event was organized with the **Aeolian Islands Preservation Fund** and **Blue Marine Foundation**, in collaboration with the **Lipari Coast Guard** and divers from the **Messina Coast Guard** who supported the recovery operations both under water and at the surface. Above all, the mission recovered longlines and drift-nets, which are rather light but particularly threatening to sea life. These items of fishing gear appear invisible under water, trapping and killing various marine species. The divers freed a number of animals trapped in ghost nets: starfish, sea urchins, rock crabs, sea cucumbers, and juvenile fish. The educational project involved more than **130 children** between **Lipari** and **Vulcano**, from **Istituto Santa Lucia** and **Istituto Isa Conti**, who took part in the harbour cleaning operations. The collected nets were delivered to **Aquafil**, which will transform them into polyamide, to be used in turn by **Carvico** for its sea fabrics.

The Maratona, live

As in years past, the **Maratona dles Dolomites – Enel** will be broadcast live, but with a new twist: we will be aired on **RAI 2** and not on RAI 3. 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.

An increasingly sustainable village

Maratona Village is the heart of the event, and this year we want to make it even more environmentally sustainable. Working with participating companies, we have tried to limit **the use of plastic** as much as possible, introducing **Green Corners** located inside the village to allow the organization's operators to help visitors separate their waste. It is our goal to increasingly raise awareness of separating waste, and of wasting less. The truly new element involves the introduction of **boxes for displays made with wood** purchased and recovered from the disaster areas of **Colle Santa Lucia**. In so doing, we aim to support our friends in **Fodom** and to make the village increasingly sustainable, by seeking to reduce plastic use also at the level of structures, stands, and display units.

Maratona Village is set up, as always, in **San Leonardo** starting Thursday evening. This year, the programme holds countless surprises in store, with fashion shows, games, and drawing workshops for children, wheels of fortune, and the social wall. Owing to its success, the gourmet corner, where companies at the village – including **Segafredo, Cantine Maschio, Rigamonti, Marlene, Warsteiner** and many more – will offer samples of their products, is confirmed. Throughout the three days, **Maratona Village** is visited by personalities from the world of sports and not only, who will meet the participants and – why not? – will make themselves available for a few photos. Of the **38** companies involved, traditional technical sponsors like **Enervit, Selle Italia, Technogym, Pirelli, Pinarello, Castelli**, and **Kask** take particular prominence, joined by some national and international business concerns like **Enel, Panaria, Bouygues, Mapei, Arcese, Rana**, and **Intesa Sanpaolo Private Banking**. The **Audi** brand is on hand with a Formula E car on display.

The Maratona is a Going Green Event

Green Event is the recognition that certifies the quality of initiatives whose programming, organization, and implementation is carried out in accordance with sustainability-related criteria.

The key points for being recognized as a **Green Event** are efficient resources, waste management, regional valorisation, and social responsibility. These purposes are in keeping with the long-term climate strategy presented by the provincial council of South Tyrol, which set the objective of reducing per capita annual CO2 emissions to below 4 tons by 2020, and below 1.5 tons by 2050.

And this year, **Maratona dles Dolomites – Enel** has also obtained **going Green Event** recognition, thanks to the many initiatives aimed at the best possible resource management and at measures limiting wasteful energy consumption. The tomorrow-oriented theme of the 2019 edition, **DUMAN – TOMORROW**, is above all in perfect keeping with the Green Event's values. Thinking about tomorrow invites all of us, cyclists and non-cyclists alike, to ask ourselves questions on the planet's future, starting from ourselves, and from what we – as individuals and as a society – can do to slow the overconsumption of the resources that Mother Earth has been giving us for millennia. This year, we undertook a major collaboration with **Corepla** for separate waste collection: we intend to collect all the plastic that is used and to take it to a processing centre in **Verona** where plastic items for everyday use, like playgrounds for children, are made. Collection takes place in the Maratona Village, at the refreshment stations along the itinerary, at the final station, and in all the settings where the organization produces or uses packaging plastic. The Maratona can become an increasingly sustainable event only if the partners that support it share the same vision. For years, we have been working with **Carvico**, which has provided fantastic **vests** for the race kit. Increasingly

appreciated and made entirely with recycled materials (**PET bottles**), these new cycling vests – highly functional, practical, and attractive to see and to wear – are included in the race kit, free of charge as always. And just so you know, it bears recalling that a **PET bottle** left in the environment takes more than **700 years** to start biodegrading, and **20 million tons** of bottles are currently produced worldwide. So recycling them is essential. **Forty-eight bottles** can yield **1 kg of 100% recycled thread**, with which **Carvico** makes **4 metres of ecologically sustainable fabric**. **Enervit**, another historic partner of the Maratona, is also environmentally-aware, and for several years has been making us **race kit bags in cotton** instead of plastic.

The sustainable mechanic

We have called them “**green angels**” and have seen the positive response over the past year. This year we’ll be repeating – and expanding – the experience: **6 mechanics** on electric bikes available to the participants. In collaboration with **Enel**, **Pirelli**, and **Audi** – which this year is providing a considerable number of **full electric vehicles** – mechanical assistance during the “**Enel**” race will also be introduced, with the **Audi E-Tron** cars. There will be **2 motor vehicles** dedicated to mechanical service, while the **Nytro** bikes are supplied by **Pinarello**, and **Pirelli** and **Enel** will be providing mechanics.

Full electric Audi in the race

Along the entire Maratona route, prevalent use will be made of **Audi full electric vehicles**. The dream of having only electric service cars in the race is no longer a dream, but a tangible objective for *duman*.

Official Castelli jersey

This year marks the debut of the new **Team jersey**, a garment that, like an excellent assistant, can support you in a broad range of situations, from daily cycling to endurance competitions.

In designing this jersey, Castelli has minutely overseen every detail.

Just as the *directeur sportif* has to select athletes with diverse characteristics and be able to join them together as effectively as possible into a team aspiring to win a major tour, the Team jersey brings together different fabrics and elements, each with its own function, chosen to work best with the others. The main fabric guarantees lightness and fast drying; the side inserts in perforated fabric provide breathability; and the sleeves, constructed without seams at the bottom, offer unequalled comfort. The garment comes complete with its zipper and rear pockets modelled faithfully on the World Tour team racing jersey. The result? A jersey that offers excellent fit, quick drying, and regal comfort.

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 a total of 107**. The oldest participant is the Italian Marco Pugliese, born on 16 June 1938.

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 **2,100 kg** of bananas, **800 kg** of oranges, **10,500** sandwiches, **320 kg** of cheese, 280 kg of ham, **800 kg** 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 plates** of Rana tortellini, and **8,500** steaks and sausages.

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.

BIKE FRIENDLY: HOLIDAYS DEDICATED TO CYCLISTS

Over the summer, Alta Badia's 'Bike Friendly' tourist activities for cyclists (www.altabadia.org/bike) are suitable for both those who prefer road biking and mtb enthusiasts. The tourist information offices provide road maps with recommended routes, whereas the partnership with the specialised Dolomite Biking school (www.dolomitebiking.com) allows individual or group excursions to be organised daily.

There are a number of discounts available for tourist accommodation, bike rental shops, the purchase of spares and clothing, restaurants and specialised lodges, meeting the needs of all those who take delight in practising this sport. "Bike Expert" and "Bike Friendly" hotels provide everything that cyclists need: storage areas offering the possibility to clean and repair bikes, bicycle racks, tool boxes specifically for bicycles, laundry services, a hearty, balanced breakfast and a cold dish or cake in the afternoon in order to boost energy levels. Cable cars transport bikes free of charge.

Further information:

SSD Comitato Maratona dles Dolomites – www.maratona.it – Phone: +39 (0)471 839536 – Email: info@maratona.it

Alta Badia Tourist Offices – www.altabadia.org – Phone: +39 0471/836176-847037 – Email: info@altabadia.org

Alta Badia Press Office:

Nicole Dorigo: Mobile 338/9506830 – Email: press@altabadia.org

Stefanie Irsara: Mobile 340/8738833 – Email: stefanie.irsara@altabadia.org

SSD COMITATO MARATONA DLES DOLOMITES SRL

Str. Damez 34 I-39036 Badia (BZ) Tel. +39-0471-839536 Fax +39-0471-839915 info@maratona.it – P.I. 00758560213