



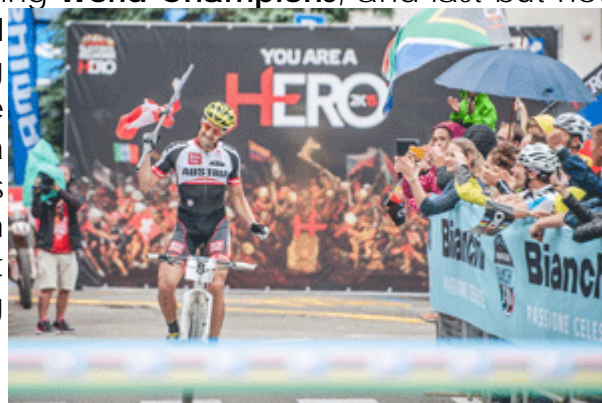
## THE SÜDTIROL SELLARONDA HERO 2015 PASSES THE TEST – ORGANISATION, ROUTE, AND WORLD CHAMPIONSHIP RACE ALL RING OF SUCCESS. A RECORD NUMBER OF PARTICIPANTS AND A NEW IMPULSE FOR VAL GARDENA

*The Südtirol Sellaronda HERO 2015 and the UCI MTB Marathon World Championships celebrate victory. On Saturday evening the Great Finale party in Medal Plaza in Selva Gardena brought the curtain down on the HERO 2015, it proud to have registered a number of records, testimony to the excellent work of the Organising Committee. The verdict is a super positive one.*

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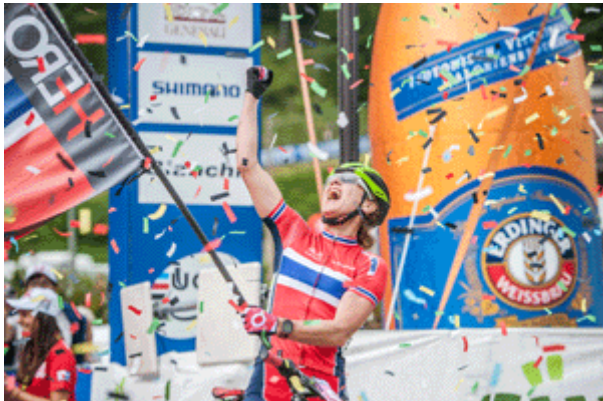
Selva Val Gardena (South Tyrol/Italy), 2 July 2015 – Enthusiastic fans, happy and favourably impressed athletes, two well deserving **World Champions**, and last but not least a total of 4.015 potential HEROes, all having taken on the challenge of completing the toughest mountain bike marathon the world has to offer – the **Südtirol Sellaronda HERO!** Again this year the race confirmed its growing reputation, as well a certain fascination the world over, as a permanent fixture in the international mountain biking calendar.



Year after year the **Südtirol Sellaronda HERO** continues to grow (from 400 participants in 2010 to 4015 for this 2015 edition) and in

this sixth running of the race even greater prestige was bestowed on the 'HERO in that it hosted the **UCI Marathon World Championships**.

With thousands of spectators at the start and along the route the atmosphere was a really splendid one. All was aided by the contribution of 600 volunteers. *„My thanks go to all those who yet again contributed through their selfless and professional work to making the event what it is. Also a special acknowledgement to the sponsors, without whose contribution a sporting event of this size and quality would not be possible“*. These the opening words of **Gerhard Vanzi**, Preident of the Organising Committee.



This year the fact of the **HERO** being the World Championships gave it further exposure, for example RAI Sport broadcast the race live, and Eurosport gave ample space to the race highlights.

*„The spectacular shots of the race, the route, and the mountain landscape show Val Gardena and the Dolomites in all its glory, an ideal location for all mountain bike lovers“*, continued **Vanzi**.

The fact that the **UCI World Marathon** was held here can give a great promotional impulse to Val Gardena, as happened in a similar manner with the World Alpine Ski Championships of 1970.

*„The 1970 World Championships gave Val Gardena the chance to affirm itself as one of the leading ski vacation and winter sports destinations in general“*, explained Vanzi. *„The World Marathon Championships can do the same for cycling tourism“*.

Whatever the extent of the development things must be done in a sustainable way so as to fully integrate with the characteristics and standing of the Dolomites as a **UNESCO World Heritage**.

*„We designed the HERO as a Green Event, putting environmental considerations right at the top of our list“*, affirmed Vanzi.

In this respect stringent measures have already been put in place e.g. enforceable requirements in terms of production and management of waste.

Attention was also paid to the fringe events, so much so that the **Südtirol Sellaronda HERO** was transformed from a single one day event to a nine day festival with of course the big race itself as the principal highlight. In fact from 20 to 28 June Val Gardena rocked to a multitude of



events – meetings and round tables, fashion shows, bike races for the aspiring youngsters, shows and concerts. „*We are focused on development aspects and in the coming years we will give an even greater impulse so as to spread news of the HERO concept even further afield*“, so concluded President Vanzi.

[www.sellarondahero.bike](http://www.sellarondahero.bike)

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#### ORGANISATION

Comitato Südtirol Sellaronda Hero  
Str. Meisules, 213  
I-39048 Selva Gardena (BZ)

Tel: +39 0471 777910      +39 0471 777910

[www.sellarondahero.bike](http://www.sellarondahero.bike)  
[www.facebook.com/sellarondahero](https://www.facebook.com/sellarondahero)

#### PRESS RELATIONS

Gernot MUSSNER  
M: +39 328 68 54 619  
E: [gernot@muscomm.it](mailto:gernot@muscomm.it)

COMeta Press / Carlo BRENA  
tel. 331/5985454  
[www.cometapress.it](http://www.cometapress.it) – [info@cometapress.it](mailto:info@cometapress.it)

