

Bald kommt der Tag,  
an dem dein Leben als Biker  
nicht mehr dasselbe sein wird

Val Gardena - Dolomites 18.06.2016



## ONE YEAR AFTER THE WORLD CUP: WHAT'S NEW FOR THE HERO SÜDTIROL DOLOMITES 2016

*Val Gardena (South Tyrol), 23 May 2016 – Barely one month left until the 7<sup>th</sup> edition of the HERO Südtirol Dolomites. The hardest and most beautiful mountain bike marathon in the world will take place on 18 June 2016. Once again, it will qualify as a UCI MTB Marathon World Series, with 4,016 bikers from 50 countries competing on two routes across 60 km/3,200 hm and 86 km/4,500 hm on the Passo Sella against the backdrop of the Dolomites, a UNESCO World Heritage Site.*

[Download images](#)

The organisers of the race are looking forward to this year's edition with a programme bursting with excitement, following the last successful edition of the previous year's UCI MTB Marathon World Cup in Val Gardena/South Tyrol. The race saw Alban Lakata (AUT) and Gunn-Rita Dahle (NOR) win the gold medal.

### **HERO Bike Festival**

The **HERO Bike Festival** takes place between 16 and 19 June. Catwalks, charity events, acrobatic shows, and live concerts make up the fringe programme of the world-famous endurance race in the Dolomites.

The festival starts on **Thursday afternoon**, 16 June, with a guided tour on the **HERO Trails**, developed for guaranteed mountain bike fun for both beginners and seasoned bikers. Come evening, bikers head to the **HERO GQ Party** for an aperitif and live music; the event ends with the **HERO Charity Fashion Night** which will also see the participation of the Team Mountain Bike Freestyle 'approved by 100% Brumotti'.

On Friday afternoon, 17 June, it's all about the **HERO Kids**, the event dedicated to the bikers of tomorrow. The participants will give their best on a small circuit in Selva Val Gardena, to then be all crowned as winners. To ensure even the football fans among the bikers receive their fair share of entertainment, the European Championship match of Italy against Sweden will be broadcast live on a giant screen later in the evening.

**Saturday, 18 June:** the day of the race has arrived! Bikers have been anticipating this day ever since registrations opened. The **HERO Südtirol Dolomites** kicks off at 7.10 a.m. The first participant of the 60 km route is expected to finish at 10.45, and the winner of the longer route at 11.45 a.m.

Genni Tschurtschenthaler, Managing Director of HERO, says, *'From here on the arrivals are all met with a festive welcome. Every HERO will be greeted by booming applause and support. During the Pasta Party at the end of the race, the heroes can exchange their unique experiences and adventures.'* Come night, the **HERO Great Finale** will crown the winning HEROES with a spectacular award ceremony set against the backdrop of live music and bike shows.

If bikers still feel up for it, they can bike with another 22,000 on **Sunday between 8.30 a.m. and 3.30 p.m. on the Sellaronda Bike Day** across the four Dolomite passes on the Sella Group. All roads will be closed to traffic.



### **Live broadcast in 67 countries on Eurosport2 International, Asia & Pacific**

The HERO Südtirol Dolomites will be broadcast live for the very first time on Saturday 18 June between 10 and 12 on Eurosport2 International. The marathon can be followed not only in Europe, but also in Asia and the Pacific across a total of 67 countries and in more than 20 languages.

This year's **media partner** is the lifestyle magazine GQ Italia. Gerhard Vanzi, who created the HERO in 2010, says, *'Media isn't only of strategical importance for the race, it also has a huge effect on tourism for the whole region which hosts the HERO Südtirol Dolomites.'*

### **HERO added value**

The value in terms of communication of the event, thanks to the strong campaign and the two-hour live broadcast of the Hero on Eurosport2 International across 67 countries is estimated at around 2 million Euro. The added value generated by the

participants and their guests is worth 3 million Euro. The HERO Bike Festival weekend will host around 8,000 guests who will generate between 20,000 and 23,000 overnight stays in the valley.

### **HERO 'from zero to Hero'**

The 'from zero to Hero' book was also presented during today's event. The book was written by Gerhard Vanzi, Carlo Brena, and Manuel Bottazzo. It's a collection of photographs which details the history of the six HERO editions by summarising them in thematic pictures of outstanding beauty.

### **Hero Trails**

The **HERO Trails** were created following the recent mountain bike experience in the Dolomites. Together with experienced mountain bike guides from the four valleys of the Sella Group, 70 mountain bike trails were developed and divided by difficulty (easy, medium, hard). Gerhard Vanzi explains that, *'in this way we don't only cater for the different levels of the guests, we also thought about the various disciplines. Single Trails for adrenaline junkies, Pleasure Trails for the perfect combination of sport and good food, and E-Bike Trails for all guests who would rather be pushed along than push.'*

The HERO Südtirol Dolomites wouldn't be possible without its more than 600 volunteers who give a hand before and during the event, and also thanks go to and the many sponsors who actively contribute to the implementation of the hardest mountain bike race in the world.



**ORGANISATION**

Hero Südtirol Dolomites Committee

Str. Meisules, 213 I-39048 Wolkenstein (BZ) Tel. +39 0471 777910

[www.herodolomites.com](http://www.herodolomites.com)

**PRESS OFFICE**

COMeta Press / Carlo BRENA

Tel. +39 331 5985454

[www.cometapress.it](http://www.cometapress.it) – [info@cometapress.it](mailto:info@cometapress.it)

**Gernot MUSSNER**

Tel: +39 328 68 54 619 E: [gernot@musscomm.it](mailto:gernot@musscomm.it)

