



## **HERO BIKE Festival – The Superlative Sporting Event for all Athletes, Guests and Companions in Selva Val Gardena.**

**Selva Val Gardena (South Tyrol/Italy), 7 June 2017 – The world's toughest mountain bike marathon, the HERO Südtirol Dolomites has increased tenfold from 400 to 4000 participants in just under four years. This year the limit is set at 4017. A total of 8000 guests including athletes and companions are expected in Selva Val Gardena during the race week. The organizers have once again put together an exciting line-up of entertainment including many new events all packed into one program: the HERO Bike Festival.**

The classic mountain bike marathon HERO Südtirol Dolomites will take place on Saturday, 17 June 2017. But the festivities start earlier with the HERO Bike Festival kicking off on Thursday, 15 June. The four-day sport festival offers off-road bike tours, formal evenings, a charity event as well as a newly created Women's Lounge. The program will last through 18 June.

Sport enthusiasts can test sections of the race track starting already on Thursday, 15 June on guided exploration tours or participate in the HERO Trails to check out the single tracks in Val Gardena and Alpe di Siusi until Friday.

On Thursday evening, the newest mountain bike fashion will be on display on the catwalk during the HERO Charity Fashion Night. Donations for the earthquake victims in Italy will be collected as part of the event and handed over to a representative of the affected area during the course of the evening.

The Bike & Tech EXPO will be open from Thursday, 15 June through Saturday, 17 June after conclusion of the race. It is located in the center of Selva Val Gardena and offers all visitors the opportunity to get an overview of the latest products on the mountain bike market.

The popular HERO Kids with 500 mini-athletes will be on stage on Friday, 16 June. The start of the race, which is non-competitive, is at 3 pm before the "Tublá da Nives" near the finish line. It is reserved for children between the ages of 4 and 12 and all participants will be celebrated as winners.



The race week will conclude on Saturday, 17 June with the HERO Great Finale which includes a spectacular award ceremony and a big party to celebrate all heroes. The event takes place on the Medal Plaza next to the city hall of Selva Val Gardena.

The week will conclude with the first edition of the Dolomites Bike Day which will take place on 18 June and consists of a cycling trip for everyone over the Dolomite passes of Capolongo, Falzarego and Valparola. The start is at 10 am in Corvara or Arabba and will also finish there. The roads are closed on this day to motorized traffic.

New this year is also the HERO Women's Lounge which is located at the finish. Entry is exclusively reserved for female racers and companions of racers. This area will be all about the wellbeing of women.

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

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## HERO BIKE FESTIVAL 2017

**15 - 18 June 2017**

### **THURSDAY 15 JUNE 2017**

09.00 – 16.00	Explore the HERO Routes
09.00 – 16.00	Flow Trails Val Gardena
10.00 – 20.00	Bike & Tech Expo
10.00 – 20.00	Collection of Race Numbers
14.00 – 18.00	HERO Women's Lounge
21.00 – 22.30	HERO Charity Fashion Night

### **FRIDAY 16 JUNE 2017**

09.00 – 16.00	Explore the HERO Routes
09.00 – 16.00	Panorama Tour Alpe di Siusi
10.00 – 20.00	Bike & Tech Expo
10.00 – 20.00	Collection of Race Numbers
10.00 – 18.00	HERO Women's Lounge
15.00 – 16.00	HERO Kids 2017
16.00 – 17.00	HERO Kids Party
17.00 – 18.00	Press meeting
18.00 – 19.00	Team Managers Meeting

### **SATURDAY 17 JUNE 2017**

07.10 – 08.55	START HERO Südtirol Dolomites 2017
09.00 – 18.00	HERO Women's Lounge
10.00 – 12.00	HERO LIVE on Eurosport 2 International, Asia & Pacific
10.45	ARRIVAL 60 km
11.45	ARRIVAL 86 km
12.00	Flower Ceremony
12.30 – 19.00	Pasta Party
21.00 – 22.00	HERO Great Finale!

### **SUNDAY 18 JUNE 2017**

10.00 – 15.00	Dolomites Bike Day New cycling tour in the Dolomites
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# #REALHERO™

## JUNE 17-17

HERODOLOMITES.COM

### ORGANIZATION

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