



HERO SÜDTIROL DOLOMITES 2017: A WEEKEND OF EVENTS TO CELEBRATE OUR MOUNTAIN BIKE HEROES!

A rich programme of events will accompany the HERO Südtirol Dolomites 2017. The date to remember is Saturday 17 June and the location is Selva Val Gardena. After its popularity in recent editions the HERO Bike Festival will be centre-stage from Thursday 15 to Sunday 18 June, and the attractions will involve thousands of bikers, not to forget their colleagues and family, as well as of course all of those fans anxious to witness the world's toughest mountain bike race. Glamour events, charity initiatives, and other activities to do with the world of off-road will feature: ranging from the HERO Charity Fashion Night to the Dolomites Bike Day. A bonanza four days of fun and sport is sure to be had!

On 17 June, with the amazing backdrop of the Dolomites standing proud, the eight edition of the **HERO Südtirol Dolomites**, the world's toughest mountain bike marathon, will take place. The start will be here in the heart of Selva Val Gardena. And it will be Selva itself which will be the centre of a long weekend of fun and excitement, all geared to celebrate the world of mountain biking and the sporting life in general. This year will see again the holding of the **HERO Bike Festival**, a four day long happening from 15 to 18 June – a full programme packed with enjoyable activities aimed at making this a sporting occasion to remember.

The programme



The two days of Thursday 15 June and Friday 16 June are dedicated to the discovery of the course routes. Those taking part will have the chance to try out some parts of the 60 and 86 km routes. Guided tours will take the groups from the start in Selva to Passo Gardena or on as far as the rifugio Zallinger, thereby experiencing the first part of the race routes,

or in alternative enjoy the ride down the final few kilometres of the rush to the finish line.

Moreover, by making use of the **HERO Trails**, also on Thursday and Friday, one can enjoy the "single trails" of Val Gardena and Alpe di Siusi. Using the uphill lifts when needed will greatly facilitate all and add to the panoramic views in this land of the Dolomites, a UNESCO World Heritage.



The mountain bike takes centre stage

From Thursday 15 June to Saturday 17 June the centre of Selva Val Gardena will host the **Bike & Tech EXPO**, a great chance for all HEROes to see the new models and innovations in the world of the mountain bike, both in terms of bikes and accessories. A real must is to attend the **HERO Charity Fashion Night** on Thursday evening, it a fascinating window on all that is new on the mtb market, and presented in the most stylish of ways. Part of the evening will focus on a well deserving charitable initiative in favour of the areas of central Italy which were struck by earthquakes last year. Friday 16 June will be a real fun day, for it is the day of the **HERO Kids**, the races for kids aged between 4 and 12, and which will be staged on two routes around the centre of the village.



Race day is here and now

Saturday 17 June is the day! The race is a battle to win and become a HERO and we look forward excitedly to the **HERO Great Finale!** when the awards ceremony for the HERO Südtirol Dolomites 2017 will take place. Not only the winners will be celebrated but it will be an uplifting occasion for all of the 4017 brave bikers who have undertaken this real heroic challenge, and a moment to party in style. And there will be more besides for on Sunday 18 June there will be the **Dolomites Bike Day**, a bike tour open to all-comers and it will start at 10.00 from both Arabba and Corvara in Alta Badia – the choice of start is yours! The event will take bikers along the roads and over the Dolomites passes of Campolongo, Falzarego and Valparola, and the great thing is that the roads will be closed to all motorised vehicles until 15.00 in the afternoon.

HERO Women's Lounge:



For all our heroines taking part in the big race, and for all females accompanying them, we have a wonderful surprise. The Women's Lounge will be equipped so as to make that extra bit of difference to your visit here in Selva, obviously, all prepared in great HERO style. A great mix of activities will be laid on for our female guests – nail-painting and

hairstyling just to mention a couple, and the young ones will be kept busy with organised face painting. On Thursday 15 June there is the chance to sign up for a cuisine course focusing on Tyrolean specialities and to finetune riders for the race there will also be a MTB technique lesson. The day after focus will turn to a little bit of jogging to get the muscles working early morning, and after this there will be an introductory course to the E-bike and a presentation and chat with well-known biker Viviane Favery-Costa. Race day itself will be an action packed one, and there will be a VIP Race Tour reserved to ladies wishing to do a little walking and support the HEROes along part of the race routes.

Further information available at www.herodolomites.com

Organisation

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