



THE 2023 HERO DOLOMITES BIKE FESTIVAL: CELEBRATING MOUNTAIN BIKING

The HERO Bike Festival, running between 15 and 18 June 2023, is a long weekend of events dedicated to mountain biking which returns during this edition of the BMW HERO Südtirol Dolomites. An agenda packed with events and an “electrifying” surprise to discover South Tyrol’s delicacies: the HEROE Gourmet.

Hashtag: #heroseries, #herodolomites, #südtirol #dolomites #valgardena #seiseralp #heroegourmet

“At least once in my life – that’s my goal,” is what professional mountain bikers say when thinking about the **BMW HERO Südtirol Dolomites**. This now legendary race stands out for the courses’ technicality and difficulty as well as for its location: the Dolomites.

On 17 June 2023, countless bikers from all over the world will join the starting grids of the toughest mountain bike marathon in the world. The race features two courses: the first boasts 86 km and 4,500 hm, while the second 60 km and 3,200 hm.

It wouldn't be the HERO without the **HERO Bike Festival!** The event lasts four days, from **15 to 18 June**. The satellite event will offer plenty of occasions to explore everything mountain biking – and much more – and participants as well as their supporters and amateur bikers can make the most of their stay in the valley.

It all kicks off on Thursday, 15 June 2023: head to the exhibition village to take a look at the stands of the go-to companies in the off-road sector and their green initiatives. On this day, you can also book a reconnaissance tour accompanied by an expert guide on the HERO Trails. But there's more! The evening will see the **HERO Charity Fashion Night** take place, welcoming HEROes with a show that they won't forget any time soon!

Friday, 16 June is when even children between 4 and 12 can give the HERO a shot! The **2023 HERO KIDS** is a non-competitive event featuring two age-specific courses.

And then, finally, the day everyone has been waiting for: on Saturday, 17 June, the **BMW HERO Südtirol Dolomites** will take place! The amazing race will bring the centre of Selva di Val Gardena to life for over 12 hours, all the excitement building up to **The Great Finale!** when the winners will be crowned. It will be followed by the **HERO Race Party**, a veritable celebration with live music featuring local bands and a DJ set.

The entire event will be organised with sustainability front and centre. **Gerhard Vanzi**, founder of the HERO project, says: *"After having achieved "carbon neutral" recognition during the last edition, we wanted to roll out another initiative to cement our commitment to smart tourism, one which highlights the local area and event planning. The HERO programme will grow, and this addition will surely also be welcomed by professional bikers, who will want to explore the Dolomites' mouth-watering delicacies on Sunday."* Something every HERO can look forward to in 2023!

HEROE GOURMET TOUR

This new programme will take place on Sunday, 18 June 2023: the **HEROE Gourmet Tour**. The tour is nothing more than a cycling excursion on **Alpe di Siusi** discovering local delicacies and the stunning views of the Dolomites from the plateau. And there's more: it will take place on an e-bike.

Choose between two routes, respectively 25 km and 35 km; they will both start from Selva and cross the Alpe di Siusi and, during the ride, participants will be able to stop in the huts and dive into local, mouth-watering cuisine. The first hut will feature an aperitif, the second a typical lunch, and the third a dessert. Registrations are already open at this [link](#), while accommodation can be booked at valgardena.it.

For further information visit www.herodolomites.com