



## THE HERO BIKE FESTIVAL: BETWEEN 13 AND 16 JUNE 2024, MOUNTAIN BIKE TAKES CENTRE STAGE

*Anyone serious about mountain biking knows all about the four days dedicated to this discipline, an event everyone wants to experience at least once in their lifetime: the HERO Südtirol Dolomites. The event starts by showcasing go-to brands across a vast exhibition area and countless events and projects dedicated to sustainability and protecting the Dolomites and its priceless nature. And all framed by a great hospitality offer, ready to welcome thousands of people. Join us between 13 and 16 June in Selva Val Gardena at the 2024 HERO Bike Festival.*

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Photocredit HERO Südtirol Dolomites - © Freddy Plainischeck

The **HERO Südtirol Dolomites** will take place on **15 June 2024**, and the village will be taken over by thousands of cyclists from all over the world. Besides competing on the legendary 86 and 60 km trails, **cyclists this year can also choose a 71 km option** – based on the feedback received, HERO enthusiasts have welcomed this new route with open arms!

The race will also include the **HERO Bike Festival** between **13 and 16 June**. These four days dedicated to mountain biking boast events and special initiatives as well as go-to brand stands, where everyone crazy about mountain biking can discover the latest products and trends on the market and speak with renowned industry brands.

## A MOUNTAIN BIKE CELEBRATION IN THE DOLOMITES



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On **Thursday, 13 June 2024**, the **HERO Village** and **ZERO Village** will be inaugurated. Out of the two exhibition areas, the ZERO Village is dedicated to sustainability. The HERO Dolomites Organising Committee will continue supporting the important awareness-raising campaign and project for the upcoming edition, focusing on respecting the environment, in particular the Dolomites' mountains which have been home to the race since its first edition.



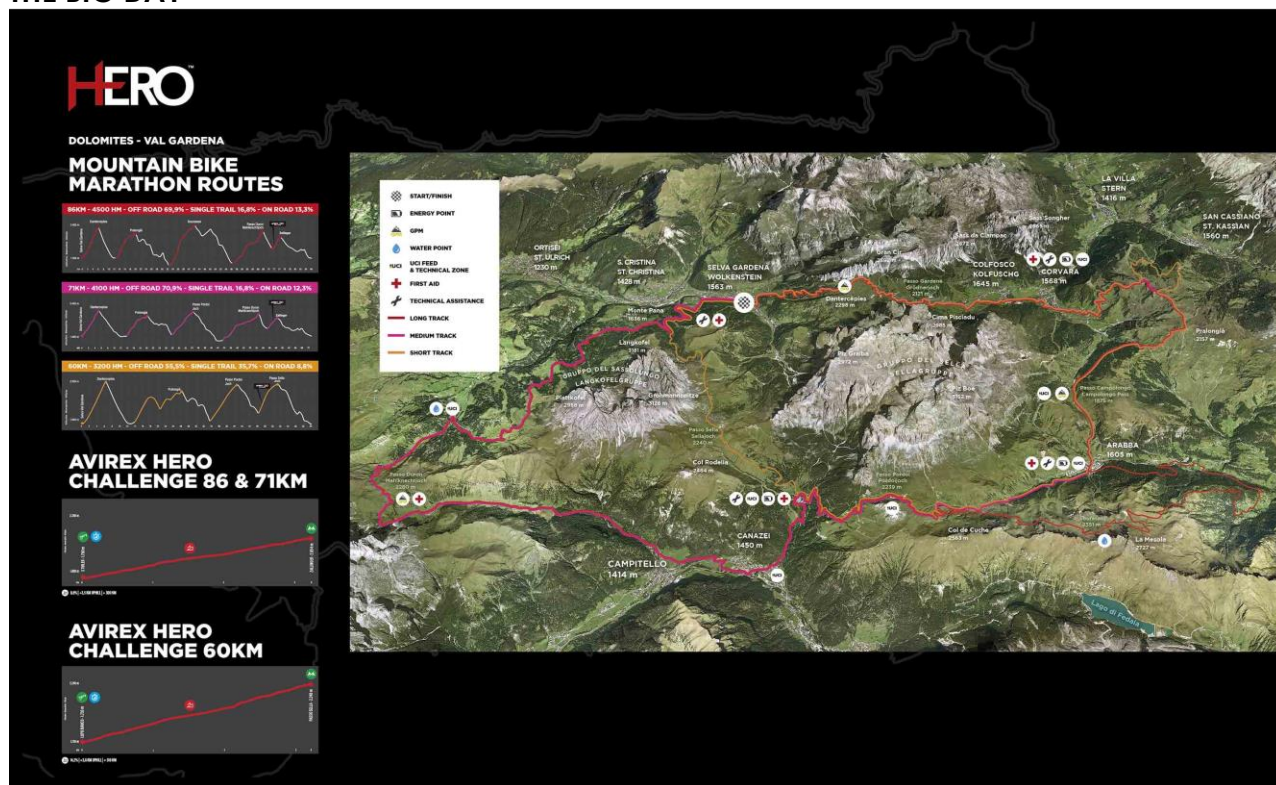
On this day you can also try out the race's trails thanks to the HERO Trails initiative. Adventure into the mountains accompanied by local, expert mountain bike guides who will impart useful tips on how to best prepare for the big day, and how to approach those particularly technical stretches. Don't miss out on the **HERO Charity Night**, the evening which kicks off the long weekend dedicated to the HERO.

### THE HEROES OF THE FUTURE

On Friday, 14 June 2024, young cyclists will take centre stage during the **2024 HERO Dolomites KIDS**. The event has grown from strength to strength since its first edition, and welcomes children between 4 and 12 – a non-competitive event boasting two trails across Selva Val Gardena, assigned to each cyclist based on their age.



### THE BIG DAY



Our HEROes are up on Saturday, 15 June 2024. The race will kick off at 7:10 am, the start of the toughest mountain bike marathon in the world, the HERO Südtirol Dolomites. Athletes will compete on three trails: the two legendary routes, a “long” option coming in at 86 km and 4,500 hm, and a “short” version boasting 60 km and 3,200 hm as well as a new **medium trail boasting 71 km and 4,100 hm**. This new addition will mostly follow the long route's itinerary but will skip the feared Ornella climb – boasting 967 hm – at Arabba. From Arabba, the trail will head directly to Passo Pordoi on the 60 km trail, to then rejoin the 86 km one until the arrival in Selva Val Gardena.

An exciting day if there ever was one, which will end with a bang during **The Great Finale!** award ceremony, acknowledging the hard work put in by these dolomitic HEROES, followed by the **HERO Party**.



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The **AVIREX HERO Challenge** will return for this edition, with cyclists racing against time when climbing the last two climbs of the three race trails.

### **SUNDAY: THE HEROE GOURMET**

The last appointment of the 2024 **HERO Bike Festival** is the **HEROE Gourmet**, boasting a 25 km or 35 km route across the Seiser Alm on an e-bike. A unique experience to explore the breathtaking landscapes and relish in the delicious, local food across three stops in the mountain huts with as many tasting sessions.



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For further information visit [www.herodolomites.com](http://www.herodolomites.com) [www.herodolomites.com/it/bike-festival/e-gourmet](http://www.herodolomites.com/it/bike-festival/e-gourmet)

### **Organising Committee**

#### **HERO SÜDTIROL DOLOMITES**

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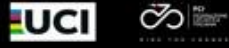
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