PRESS RELEASE

**ENROSADIRA TRAIL**

**ALTA BADIA LAUNCHES THE ZERO EDITION**

Running through autumn to build the future: this is the motto of the brand-new trail running race taking place on Saturday, October 11, along some of the most scenic trails of Alta Badia, in the heart of the Dolomites a UNESCO World Heritage site. This event aims to unite sport, nature, and sustainability during a season filled with colours and scents that can be fully experienced through running. Registration is open to a limited number of participants and can be completed online at this link: <https://sportdolomiti.it/enrosadira_iscrizioni_en>.

**Alta Badia (South Tyrolean Dolomites/Italy)** – In autumn 2025, the Enrosadira Trail will make its debut. This new trail running event is designed to become a reference point for mountain running enthusiasts. Scheduled for October 11, 2025, it will be a “Zero Edition,” an exclusive trial limited to just 150 participants—both elite and amateur athletes—who will also contribute to shaping the course and future format of the event.

Trail running is a rapidly growing sport that draws professional athletes and passionate runners from around the globe. The event’s name pays tribute to the Enrosadira, the magical phenomenon that paints the Dolomite peaks in hues of pink, orange, and red at dawn and dusk. A light unique to autumn in the mountains will serve as a spectacular backdrop for a course designed to showcase the most stunning landscapes of Alta Badia.

**A COURSE DESIGNED FOR A UNIQUE EXPERIENCE**

This Zero Edition features a single route: 60 kilometers with 3,000 meters of elevation gain. It’s a trail built for experienced and passionate runners, featuring demanding climbs and breathtaking views. Starting in the village of La Val, the course passes through Chi Jus, Spizan, and Pescol, arriving at Lago Sompunt lake. From there, it climbs to the Gardenaccia area, continuing toward Colfosco and passing Col Pradat, descending through Val Stella Alpina valley to the Pisciadú waterfalls, and returning to Corvara. The trail then traverses the Alta Badia plateau before descending to San Cassiano, where runners follow the “artist’s trail” back to La Villa.

The route continues on the opposite side of the valley toward Santa Croce, with its iconic church and mountain hut, then winds through the Rit meadows and past the Santa Barbara Church, before ending back in the village of La Val.

**BEYOND RUNNING: A PARTICIPATORY AND SUSTAINABLE PROJECT**

The Enrosadira Trail is more than just a race—it's a creative laboratory. It was born to highlight the beauty of the mountain in autumn, a season often overlooked but rich in atmosphere, colours, and calm. The initiative is built around environmental respect and aims to promote both sustainable tourism and responsible sports. Organized in collaboration with Alta Badia Tourism Office, Alta Badia Brand, and the Sport Association of La Val, the event involves several local stakeholders to ensure

authenticity and a strong connection to the territory.

The goal is also to use this edition to help shape and improve the official edition 1 in 2026. A feedback and co-design process will allow participants to contribute actively to the development of future editions.

**HOW TO REGISTER**

Registration is mandatory and costs €50 per person. Participants can register online at <https://sportdolomiti.it/enrosadira_iscrizioni_en>. The event will have a limited number of participants to ensure both environmental responsibility and a high-quality experience.

The race will be preceded by an opening event on October 10, followed by post-race workshops and meetings to gather ideas and feedback in preparation for the official launch of the 2026 edition.

Let the autumn light of the Dolomites guide your steps—toward challenge, awareness, and the future.

**For further information:** Alta Badia Tourist Information Offices – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 0471/836176-847037 – Email: info@altabadia.org

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