**PRE-RACE PRESS RELEASE**

**THE MARATONA DLES DOLOMITES – ENEL SET TO START, EMBRACED BY LÜM, THE LIGHT THAT ILLUMINATES AND TRANSFORMS**

**Alta Badia (South Tyrolean Dolomites/Italy) Lüm - Light**

Only a few days to go until July 6: organizers, staff, volunteers, and cycling friends are ready to bring the 38th edition of the Maratona dles Dolomites - Enel to life. The theme of this edition is LÜM — the light of the Dolomites that turns every effort into energy and every emotion into a memory.

**Numbers and routes**

8,000 cyclists will take part in the 38th edition of the Maratona dles Dolomites – Enel: half selected by lottery and half through reserved entries, partners, and tour operators. A total of 32.700 requests were received from 81 countries, with a 50/50 split between Italian and international participants. These numbers confirm the event’s steady growth: from 15.000 applications in 2006 to over 30.000 in recent years, with a brief dip post-pandemic and a strong rebound in the last two editions.

The three routes are now classics, not only of the Maratona but of cycling in general: the Maratona route with 138 km and 4230 m of elevation gain, the middle route with 106 km and 3130 m of elevation gain, and the Sellaronda route with 55 km and 1780 m of elevation gain. The charm of the race lies in the absolute absence of motorized vehicles: the traffic-free roads make the Maratona an unmissable experience for every cycling enthusiast. Cycling on the Dolomite passes is like retracing the epic of cycling itself, and doing so in utmost freedom is something unmatched.

Campolongo, Pordoi, Sella, Gardena, Giau, Falzarego, and Valparola: a magnificent carousel to tackle immersed in the silence and splendor of a unique landscape. And at the end of the race, the memory for each participant will remain indelible.

**Where Light Meets Stone: The Birth of the Maratona Medal**

For those who cross the Maratona finish line, the emotion continues with the awarding of a medal — a true symbol that embodies the beauty of the Dolomites and the craftsmanship behind it. Each medal is a tangible memory of an experience lived through effort, emotions, and nature.

For the 2025 edition, inspired by the theme of light, the design draws from the enchanting phenomenon of the *Enrosadira*, when the mountain peaks glow in shades of pink and orange at sunset. Carefully selected materials shape these unique pieces: stone pine wood panels and red stone sand collected at the foot of the Sas dla Crusc mountain.

**Two unmissable classics: The eco-sustainable Carvico vest and the Castelli jersey**

The Carvico vest and Castelli jersey are an integral part of the Maratona ecosystem. Carvico has been a partner of the Maratona dles Dolomites – Enel for 16 years and will once again provide technical vests for all participants this year. Made with Norway and Revolutional™ Eco fabrics – by Carvico SpA – and composed of over 70% ECONYL® yarn regenerated from 100% recycled materials, they offer breathability, comfort, and a perfect fit. The new aquamarine color recalls the Dolomite environment, while the design remains clean and essential.

The official Maratona jersey, available in both men's and women's versions, perfectly embodies the theme of this edition: the dominant white expresses purity and energy, while the delicate shades of green and purple blending harmoniously along the side and left shoulder add a touch of elegance and dynamism, turning this jersey into a true symbol of style and performance.

**The Maratona dish**

“The Cyclist’s Dish – Dumplings Redesigned” was created through the collaboration between local chef Davide Crazzolara and Elena Casiraghi, a specialist in sports nutrition and supplementation.

Designed for those who engage in physical activity and care about sustainability, the dish reinterprets traditional dumplings using local ingredients and responsible cooking techniques: velvety beetroot, caramelized speck, smoked ricotta, and mountain pine yogurt from the Bio Lüch Ruances farm.

A recipe that reduces waste, enhances the local territory, and provides a balanced nutritional intake, ideal for supporting physical effort and promoting recovery.

**Maratona Village**

In the days leading up to the race, specifically from July 3rd to 5th, San Leonardo in Badia bursts into life, passion, and fun with the Maratona Village, the meeting point for all the friends and fans that bring energy to the Dolomite granfondo. Amidst stands, music, fashion shows, and great food, thousands of cycling enthusiasts and visitors gather to enjoy each other's company and discover all the latest in not just the cycling world.

With a mix of beloved traditions and exciting new entries, here are the companies and initiatives that shape the three-day Maratona Village experience. Longtime supporter Pirelli will once again offer tire checks directly at the bike depot. Another historic partner, Enervit, will showcase its high-quality products that help cyclists fuel and recover from their efforts. Likewise, DMT will present the "Maratona" shoe, a model favoured by none other than Pogacar, and Pinarello will allow guests to test their futuristic bikes. Compex will also be present, offering electrostimulation massages to visiting riders.
And it is with great pleasure that we welcome new friends to the Village, such as Abus, with their innovative helmets; One-K Wheels, offering ultra-light carbon wheels; Northwave, known for high-quality cycling shoes and gear; Cadex, with their high-performance tires and wheels; and Shokz, creators of Open-Ear headphones ideal for sports enthusiasts.

A special mention goes to long-established partners such as Enel, Kask, Koo, Mapei, Selle Italia, and Shimano, who, edition after edition, continue to support and help make the world’s most renowned cycling granfondo not only possible, but truly spectacular.

During the three days of the Village, the spacious gym in San Leonardo transforms into a large and colourful specialty store showcasing Maratona-branded accessories. This is made possible thanks to the contribution and creativity of partner companies such as Castelli, featuring Maratona-branded gear, and Kask and Koo, presenting their new collections of personalized helmets and sunglasses.

Bringing the Village to life with sounds, meetings, and interviews are over forty-five exhibitors, whose initiatives will make the three-day event lively and engaging, complete with a stage for fashion shows and festive moments. As always, the presence of well-known figures from the worlds of entertainment and sports is strong. They’ll be available to the public for interviews, casual chats, autographs, and spontaneous photos. The Friday and Saturday afternoon talk shows are confirmed and will be hosted by Barbara Pedrotti.

The food area is another highlight of the Village, thanks to the contribution of renowned companies such as Cantine Maschio, Delicious Trail, Foodness, Loacker, Yoga, and Ambrosoli, all ready to delight cyclists with high-quality drinks, wines, and food. And let’s not forget, coffee is offered free of charge by Segafredo, a longtime friend of cyclists.

In addition to the pre-race massage service, offered in collaboration with the Enrico Fermi school, it’s important to highlight that the Maratona Village features a free bike depot, allowing visitors to move around without their cars, a clear reflection of the Maratona’s commitment to sustainability. This commitment is further reinforced by the "Green Corner", created in partnership with Arcese Trasporti, where volunteers will assist visitors with waste sorting and recycling.

Last but not least, great effort has been made by exhibitors to minimize plastic use, opting instead for paper and biodegradable materials, a commitment we hope will be shared by all our cycling friends.

**Without volunteers, we go nowhere**

The volunteers are the true protagonists of the Maratona dles Dolomites – Enel. This year, there are nearly 1,550 women, men, and young people: without their dedication and passion, the Maratona would not be possible. They distribute race numbers, manage the refreshment stations, prepare the race packs, and coordinate the finish line: they are the heart of the organization.

And when everything is dismantled, the day after the race, they celebrate together with a big barbecue, already looking forward enthusiastically to the next edition.

**Sports and show business, politics and entrepreneurship: The Maratona certainly doesn’t lack personalities**

Between mountain passes and pedal strokes, effort and wonder, the desire to be there, to participate and meet, never fades. Once again this year, the Maratona dles Dolomites – Enel proves to be an unmissable event not only for cycling enthusiasts but also for well-known personalities from the entertainment and business worlds, both from Italy and abroad.

Making the 38th edition even more special is the presence of great champions: above all, the super special guest Peter Sagan, joined by former professional cyclists such as Miguel Indurain, Vincenzo Nibali, Paolo Bettini, Gianni Bugno, Filippo Pozzato, Daniel Oss, Fabio Aru and Alan Marangoni.

Also taking part are outstanding athletes from other disciplines, including Fabio Cannavaro, Fabrizio Ravanelli, Mattia Casse, Manfred Mölgg, Hervé Barmasse and Cristian Zorzi.

The group of entrepreneurs and business leaders this year includes Francesco Carione (Gazzetta dello Sport), Matteo Arcese (Arcese Trasporti), Pierluigi Alessandri (Technogym), Nicola Lanzetta (Enel), Fausto Pinarello (Pinarello), Laura Colnaghi (Carvico), Emilio Mussini (Panaria Group), Uberto Fornara (RCS Group), Max Ciociola (Musixmatch), Massimo Beduschi (GroupM), Ivan Glasenberg (Pinarello), Alberto Cremonese (Castelli), Angelo Gotti (Kask), Pierluigi Cocchini (Rinascente) and Eric Min (Zwift).

Also listed among the starters are well-known figures from journalism and entertainment such as Paolo Kessisoglu, Giovanni Bruno and Pier Bergonzi.

**Real-time weather with iLMeteo.it**

Also this year, thanks to the renewed partnership with iLMeteo, the participants of the Maratona dles Dolomites-Enel will be able to benefit from "real-time" weather monitoring before and during the race. An important service to fully experience the sporting event that will help athletes decide on the itinerary, choose clothing, and equipment. This collaboration goes hand in hand with Italy's leading meteorology site. Lorenzo Tedici, meteorologist at iLMeteo.it, will be in Alta Badia to provide updates on temperature, wind, and precipitation to all race participants. More information at ilmeteo.it/mdd

**Starting this year, carrying a rain jacket during the race is mandatory**

The requirement to carry a rain jacket, now part of the official race rules, stems from the experience of the previous edition, during which adverse weather conditions highlighted how quickly temperatures can change throughout the day. In the mountains, weather can be extremely unpredictable, with sudden drops in temperature and unexpected downpours that can pose a risk to participants’ safety. The fact that the course reaches altitudes above 2200 meters makes these changes even more critical, as high-altitude weather conditions can shift rapidly, especially during bad weather.

Furthermore, the increasing impact of climate change has led to more frequent instances of sudden and intense rainfall, making it impossible to accurately predict what might happen over the course of the day. For this reason, ensuring that every athlete is equipped with appropriate gear is essential not only for comfort but, more importantly, for their safety. Checks will be carried out at the start to verify that participants have a rain jacket, ensuring everyone is properly prepared to face potentially adverse weather conditions. This measure contributes to making the race safer and more manageable for all participants.

**Live TV - A Marathon within the Maratona**

Six hours of live coverage on RAI 2, the Italian national TV channel, from 6:15 to 12:00: this too is part of the Maratona. An important showcase for the region and for amateur cycling, the event’s clean engine. Through the images, we aim to tell the story of Ladin culture, with its traditions and its villages, both well-known and lesser-known, along the route.

It's not only about the race: live coverage weaves together stories, interviews, guests, and plenty of emotion, thanks to the work of a team of 40 journalists and technicians, led by Alessandro Fabretti, with technical commentary by Daniele Bennati and finish-line interviews conducted by Ettore Giovanelli.

**Did You Know?**

A significant figure that emerged from the participant analysis concerns this year's registration composition: 55% of the registered participants have never taken part in the event before. This figure represents a highly valuable strategic element both for the region and for institutional and commercial partners, as it highlights the steady growth of new participants who approach the event each year, expanding the potential audience of customers and visitors.

We have already mentioned the 1,550 volunteers, but perhaps another interesting figure can be added: their commitment has been quantified at over 23,450 total working hours.

There are six refreshment points along the route, and during the race, they serve impressive quantities: 2,000 kg of apples, 1,500 kg of bananas, 380 kg of oranges, 9,400 sandwiches, 180 kg of cheese, 190 kg of ham, 620 kg of cakes and sweets, 3,600 litres of Coca-Cola, 6,500 litres of water, 700 litres of ice tea, 8,100 litres of isotonic drinks, 2,150 kg of Rana tortellini, and 8,100 steaks and sausages.

**Charity**

Solidarity is a fundamental pillar of the Maratona. For the 2025 edition, 400 entries were sold, raising over €73,000, which was donated to three charitable organizations.

The association "Gruppi Insieme si può" Onlus/NGO, which runs the *“Light for Life”* project, aims to ensure access to quality healthcare in vulnerable areas, addressing the health crisis in Syria, Uganda, and Chad.

The Dr. Ambrosoli Memorial Hospital Foundation ETS supports the *“Shine a Light on the Future”* project, which aims to provide safe childbirth for 3,000 mothers and their babies at the Kalongo hospital in Uganda.

The Michele Scarponi Foundation ETS supports the educational project *“The Road Belongs to Everyone – Starting with the Most Vulnerable”*, which raises awareness among students about the importance of respecting traffic rules, road safety, and sustainable mobility.

**Supermaratona: An epic journey through Maratona history**

Launched a year ago, the Supermaratona has become one of the most iconic experiences linked to the Maratona dles Dolomites – Enel. Conceived by mountaineer Hervé Barmasse, who completed it solo just some days before the 2024 edition, it’s not a race but a remarkable journey: 285 km, 8,500 meters of elevation gain, and 13 legendary Dolomite passes.

An exclusive documentary telling Barmasse’s story will be screened on Thursday, July 3 at 6:00 p.m. in the Corvara events hall, with the protagonist in attendance. The Supermaratona is open to everyone: those looking for a challenge can complete it in one day and enter the Hall of Fame, while others can spread it over two or three stages. All details at maratona.it/supermaratona.

In addition, and inspired by the spirit of the Supermaratona, a nighttime ride will take place for the first time on Thursday evening, July 3—starting at 9:15 p.m. from Corvara toward Passo Gardena. An experience that reflects the essence of this great adventure. All details at maratona.it/program.

**Always Up to Date**

To stay informed about all the initiatives and news regarding the Maratona and to know the interventions and greetings of the protagonists of this edition, just browse the web version of the Maratona newspaper at the following link: maratona.it/en/magazine.

**More information:**

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