PRESS RELEASE

**The Maratona dles Dolomites - Enel is ready for the start  
Mutatio - the positive transformation that the Maratona brings out in all of us**

*Only a few days left until July 7th: organizers, collaborators, volunteers, and cyclist friends are ready to bring to life the 37th Maratona, a harbinger of a transformation that will certainly change for the better all those who experience it.*

**Alta Badia (South Tyrolean Dolomites/Italy) – Mutatio**

The theme of this edition of the Maratona dles Dolomites - Enel is Mutatio, understood as a metamorphosis capable of generating a positive change in athletes, organizers, and volunteers in the presence of Mother Nature.

**Numbers and routes**

Numbers always give substance to an event, and the 37th Maratona dles Dolomites – Enel is no exception to this mathematical rule. Here they are in a nutshell: 8,000 registered participants, 4,000 of whom were drawn by lot and 4,000 by right of participation, while the total requests were over 31,000. The Italian peloton includes 50% of the participants, the foreign peloton the other 50%; 79 nationalities are present, 39 of which are non-European; the female quota is 12,5%, while the volunteers who make the Maratona possible number 1500.

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.

**The Medals: A union of nature and craftsmanship**

The atmosphere of the Maratona dles Dolomites - Enel does not end at the finish line; it continues in the creation of its iconic medals, authentic testimonies reflecting the harmonious fusion between the natural beauty of the Dolomites and the craftsmanship excellence of their creators. At the base of these precious medals are carefully selected materials: 15 cubic meters of robust 60 mm thick spruce wood boards and 100 square meters of sun-aged boards recovered from old barns. The union of new and old wood aims to emphasize the transformation of time, Mutatio. The creation process begins with dividing the spruce boards and sun-aged boards into more manageable pieces, giving life to an intricate wooden puzzle. These fragments are then assembled by combining the newly cut boards with the sun-aged ones, creating the ideal base for the medals.

Subsequently, the medals are cut into a circular shape from the previously assembled boards, and the "Mutatio" logo is carefully engraved on the wood, giving each medal a distinctive and authentic touch. We have calculated that the total processing time took about 750 working hours, which equates to 5,5 minutes per medal.

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

The Carvico vest and the Castelli jersey are now integral parts of the Maratona ecosystem. Carvico has been a partner of the Maratona dles Dolomites - Enel for 15 years and will also this year provide technical vests for all participants. This long-lasting partnership is strengthened with a newly designed vest: simple lines and perfect fit. The new intense purple color is ideal for highlighting the logos on the chest and back, that of the Maratona and the new Carvico logo, a result of the company's recent rebranding. The vests are made, as always, with ECONYL®, Aquafil's 100% regenerated nylon yarn.

The 2024 edition of the Maratona jersey, conceived and created by Castelli, is available in two different versions for men and women. Made of elastic ventilated Strada micro-mesh fabric for great fit and moisture management. The patterns on the jersey and the various shades of purple evoke the concept of "Mutatio," the theme chosen for this edition. The mutation, the change, refers to the fact that there is nothing static and permanent, but we and everything around us (including the Dolomites and the Maratona itself) are in relationship and in constant evolution. This, in a certain sense, is also the beauty of life. The jersey is elegant and attractive, designed to fit all body shapes, ensuring maximum comfort and freedom of movement during long days in the saddle. Its back features an integrated pocket for the race number.

**New partnerships**

The Maratona dles Dolomites - Enel has welcomed two new additions to its family of partners. Musixmatch, the world's largest data music company, is an Italian reality born in Bologna that combines music, data, and artificial intelligence to amplify the musical experience. For the occasion, it has created a playlist of 37 songs to honor the 37 editions of the Maratona and provide the right musical boost to all participants.

Birra Dolomiti, which produces its beer with crystal-clear mountain water, 100% Italian cereals, Dolomite barley malt, and a selection of the best European hops, will bring its authenticity and tradition to the event.

**The historical routes of the Maratona transform into the Supermaratona**

The alpinist from Valle d'Aosta, Hervé Barmasse, and the Maratona dles Dolomites - Enel have presented the Supermaratona, a new project that combines sporting passion with a commemorative journey that is nothing more than an invitation to immerse oneself in the history and culture of the Dolomites through cycling. Hervé, the first to take on this challenge, will, in the days leading up to the Maratona, tackle all the climbs scaled in the 37 editions of the Maratona on a 285-kilometer route with an elevation gain of 8400 meters, crossing 13 Dolomite passes, an integral and magnificent part of cycling history: an unprecedented challenge.

Subsequently, anyone who wishes can take on this challenge, conceived above all as a challenge to oneself. The altitude profiles and details of the route to follow will be available at maratona.it/supermaratona. With the Supermaratona, the organizers want to celebrate the history of cycling and its constant change, highlighting the continuous mutation of human life.

**The Maratona dish**

Thanks to the collaboration of Andrea Irsara, a local chef at the “Gourmet Hotel Gran Ander” in Badia, and Elena Casiraghi, a specialist in sports nutrition and supplementation, a dish is created that enhances territoriality by using selected ingredients consciously to avoid waste and effectively meet the needs of athletes. The nutritional choices were designed to meet the specific requirements of cyclists and sports enthusiasts, ensuring a balanced and functional intake. This dish in brief: *homemade Fusilli with ancient grains, beurre blanc with fermented apple essence, and tartar of trout and Granny Smith Marlene®.*

**Maratona village and green corners**

Also this year, the Maratona Village in San Leonardo in Badia presents itself with many events and novelties, with the stage for fashion shows, interviews, and moments of celebration that have always characterized it. From Thursday to Saturday, thousands of enthusiasts and visitors will gather in what can be considered the symbolic meeting place of the Dolomite granfondo, and as always, in addition to the stands with everything and more, there will be news and curiosities dedicated to everyone, no one excluded.

Standing out are the traditional technical sponsors, true regulars of the Village, such as Pinarello with its futuristic bicycles, as well as Kask+Koo with the new collection of glasses and helmets. The same goes for Enervit, which is available to the public in advising on the use of the most suitable energy products for the chosen route, and Selle Italia for advice on new saddles. Mapei, which has successfully animated this three-day event for years, confirms its presence, as do Enel and Audi with their hyper-technological spaces where it is possible to discover the fantastic world of electric cars, innovations in the energy sector, and telecommunications.

Thanks to the success achieved in past editions, the gastronomic corner is confirmed, where the companies present at the village, including Marlene, Segafredo, Cantine Maschio, Rio Mare, Loacker, and many others, will offer tastings of their products. During the three-day event, the Maratona Village is frequented by personalities from the sports world and beyond, who will meet the participants and perhaps be available for some photos.

Confirming the Maratona's sensitivity to environmental issues is the “Green Corner”: in this space, some of our volunteer friends will help visitors with recycling. Finally, it is worth highlighting the important effort of the exhibitors, who will try to minimize plastic use by using either paper or biodegradable plastic.

**Without volunteers, we go nowhere**

It is well known that volunteers are the true protagonists of the race, a dense array of volunteers, this year more colorful and varied than ever. In fact, it is almost 1500 people, among women, men, and young people, who make a prestigious event like the Maratona dles Dolomites-Enel possible. Without the commitment, support, help and passion that each volunteer transmits year after year, there would be no Maratona. The volunteer distributes the bib numbers, manages the refreshment points, prepares the race packets, and coordinates the finish area. The volunteer is the backbone and indispensable element of the entire organizational apparatus. And when the race is over and everything is dismantled, the day after the race, a big party is held together. A huge barbecue with a lottery is organized to reward everyone's efforts: an event within the event, a moment of celebration and joy to share, already thinking about the next edition. Because the spirit of the volunteer is this: to lend a hand so that everyone feels good.

**Sports and show business, politics and entrepreneurship: The Maratona is certainly cot Lacking in personalities**

Among passes and pedaling, effort and wonder, there is no lack of desire to be there, to participate, to meet and compare. And so, also this year, the Maratona dles Dolomites - Enel turns into an unmissable event for many personalities, not only from the sports world but also from show business and Italian and international entrepreneurship. Among the participants of the 37th edition are some regulars like Miguel Indurain, Hervé Barmasse, Paolo Kessisoglu, Paolo Bettini, Gianni Bugno, Federico Pellegrino, Mattia Casse, Manfred Mölgg, Fabrizio Ravanelli, Jury Chechi, Federica Sanfilippo, and Cristian Zorzi.

Making his first appearance, however, will be ex pro-cyclist Fabio Aru. As an EY ambassador is Sonny Colbrelli, the former sprinter and specialist in major classics.

The group of industrialists and entrepreneurs this year will be composed of Vittorio Colao, Francesco Carione (Gazzetta dello Sport), Matteo Arcese (Arcese Transport), Pierluigi Alessandri (Technogym), Nicola Lanzetta (Enel), Fausto Pinarello (Pinarello), Laura Colnaghi (Carvico), Emilio Mussini (Panaria Group), Uberto Fornara (RCS Group), Max Ciociola (Musixmatch), Giovanni Bruno (Sky), Massimo Beduschi (GroupM), Ivan Glasenberg (Pinarello), and Paolo Calabresi (Marketing Director Enervit).

**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 experience 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

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

Six hours of live TV, that too is the Maratona. Broadcast on Italian national channel RAI2 from 6.15 to 12, the live broadcast is an important showcase for the area and for amateur cycling, the real clean engine of the Maratona. Thanks to the television images, we want to fully transmit and spread the Ladin culture with its customs and traditions, showing the well-known and lesser-known villages that meet along the routes. During the live broadcast, in addition to following the deeds of the participants, stories are told, friends are hosted, and above all, emotions are conveyed, thanks to a team of 40 people, including journalists and technicians, who make the live execution of a magnificent experience possible. During the live broadcast, one of the athletes from Obiettivo3, the project conceived by Alex Zanardi to support people with disabilities in sports, will also be followed. The athletes from Obiettivo3 will participate in the Maratona in preparation for the Paris 2024 Paralympics.

**La Gazzetta talk shows**

The Maratona Village hosts this year’s talk shows organized by La Gazzetta dello Sport, which will take place on Friday and Saturday at the village with the presence of sports personalities. The talk shows, which will be streamed live on the website www.gazzetta.it, once again testify to the important collaboration between La Gazzetta dello Sport and the Maratona, based on a close relationship of friendship and mutual esteem.

**Perhaps not everyone knows**

In Italy, there are 107 provinces, 102 of which are represented at the Maratona, making it the most represented sports event on a national level. This year, the oldest participant is the Italian Domenico Richichi, born on February 7, 1939. We have already mentioned the 1500 volunteers, but perhaps we can add another figure: their commitment has been quantified in over 23,250 total working hours. There are six refreshment points along the route, which during the race dispense the beauty of 2000 kg of apples, 1500 kg of bananas, 380 kg of oranges, 9500 filled sandwiches, 180 kg of cheese, 190 kg of cooked ham, 620 kg of cakes and sweets, 3900 liters of Coca Cola, 6500 liters of water, 900 liters of iced tea, 8200 liters of mineral salts, 2150 kg of Rana tortellini, and 8100 steaks and sausages.

**Charity Maratona**

A fundamental pillar of the Maratona is solidarity. For the 2024 edition, 400 charity-registrations were sold, the proceeds of which (over 73,000 euros) were donated to three associations. The Association of Groups of Belluno "Insieme si può Onlus/ONG" is committed to a quality education project in Uganda, while the Association "C'è Da Fare ETS", founded by Paolo Kessisoglu, is dedicated to providing psychological and psychiatric support to young adolescents in difficulty. The Widmanns association contributes to the training of African surgeons and intensive medical care at the Nhkhoma Hospital in Malawi.

**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:**

SSD Comitato Maratona dles Dolomites – [www.maratona.it](http://www.maratona.it); Phone: +39 (0)471 839536 – Email: [info@maratona.it](mailto:info@maratona.it)

Alta Badia Tourist Offices – [www.altabadia.org](http://www.altabadia.org) – Phone: +39 0471/836176-847037 – Email: [info@altabadia.org](mailto:info@altabadia.org)

**Alta Badia Press Office:**

Nicole Dorigo: Mobile 338/9506830 – Email: [press@altabadia.org](mailto:press@altabadia.org)

Stefanie Irsara: Mobile 340/8738833 – Email: [stefanie.irsara@altabadia.org](mailto:stefanie.irsara@altabadia.org)