

SUBJECT

MOUNTAIN BIKE: less than 24 hours to go until the 2025 HERO Südtirol Dolomites' long weekend



THE 2025 HERO SÜDTIROL DOLOMITES: FOUR DAYS OF ADRENALINE AND EMOTIONS

Only a few days to go until the HERO Südtirol Dolomites' 15th edition. Year after year, this unmissable event in the mountain biking world has bottled the secret recipe to attract fans and high-calibre athletes from all over the world to face off on the Dolomites, a UNESCO World Heritage Site. The HERO is near and dear to many people not only for the whirlwind of emotions the race conjures – indeed, the HERO's magic starts even before the race, on Thursday, when people flock to Selva Val Gardena to tap into their shared love for everything mountain biking. The satellite programme is bursting with activities allowing guests of the HERO Südtirol Dolomites and the Dolomites to enjoy the experience as much as possible.

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The HERO Südtirol Dolomites' 15th edition is just around the corner. The event has established itself as the go-to race in mountain biking, one which every true enthusiast should have tried at least once in their life. A whirlwind of emotions, the HERO attracts fans and professional cyclists alike with its unique siren song.

The HERO is a much beloved and awaited race – but people also flock to Selva Val Gardena for the opportunity to share their common passion, making it one big meeting spot from Thursday before the race. The pre-race days are bursting with activities and events to discover and enjoy what the HERO Südtirol Dolomites and the Dolomites, a UNESCO World Heritage Site, can offer their guests.

DISCOVER THE HERO UNIVERSE

Tap into the race energy even before the big day by discovering the latest technology and accessories showcased by the HERO's brand partners. The **HERO Bike Festival** kicks off on Thursday, 12 June at 10:00 with the official opening of the HERO/ZERO Village. All competing cyclists must pick up their race number at Stadio Pranives on Thursday between 15:00 and 20:00 and on Friday between 10:00 and 20:00.

THE EVENING OF A LIFETIME

The first day will end with the **HERO Charity Night** at 21:00 at the "Medal Plaza" in Piazza del Comune in Selva Val Gardena. Among the evening's main characters, a veritable squad of Paralympic athletes, members of the Obiettivo 3 project, will join the stage and take part in the HERO. The programme will continue with **Andrew Basso** as he performs the stunt which made him famous the world over: the escape artists will be lowered, upside down, in a water tank and escape from his handcuffs within three minutes. This performance is always a challenge for this modern-day Houdini – just like the HERO is a challenge, year after year, for newbies and pros alike.

PRACTICING WHAT WE PREACH

We truly care about sustainability and the local area – which is why we'll be raising awareness on these topics. The ZERO Village will be home yet again to the **Südtirol Sustainability Lounge**, open on Thursday afternoon between 14:00 and 18:00, and on Friday and Saturday between 10:00 and 18:00. The lounge will host a range of different tasting sessions where local cuisine such as Speck, cheese, and the best local wines will take centre stage.

THE PODIUM FAVOURITES

The press conference scheduled for Friday, 13 June 2025 at 17:00 is the moment when things start getting real – the stars vying for the podium will give us a taste of their ambition for what is the third round of the 2025 HERO UCI Cross-country Marathon World Cup. Athletes who've already had their moment of fame will now join the Italian start line – **Rosa Van Doorn** from the Netherlands and **Wout Alleman** from Belgium, who are the current leaders in the men and women overall ranking, both representing team Buff-Megamo. Joining them will be **Vera Looser**, from Namibia – winner of the 2024 edition – and **Leo Paez**, from Colombia, who's already won eight HEROs. Local **Sandra Mairhofer**, who placed second in the UCI World Cup's Andorra round, and **Andreas Seewald**, who's just won the European Marathon Championship, will also be there.

All these events will lead to the race proper on Saturday morning at 7:10. The winner of the women's 60-km track is expected by 10:45 in piazza Nives, while the men's winner, racing on the 86-km track, will arrive one hour later.

The Great Finale! will take place in the Medal Plaza during the HERO Südtirol Dolomites award ceremony.

SUNDAY, FUN DAY

The MTB extravaganza ends on Sunday with the **HEROE Gourmet** – discover South Tyrolean cuisine while you cross the Seiser Alm, Europe's largest plateau, on your e-mountain bikes as you stop in its famous huts for a bite to eat.

For further information visit www.heroucimarathonworldcup.com

Organising Committees

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