



## **From 9 to 16 June 2019 International Cycling Events**

---

Ride Riccione Week (RRW) is an international cycling event that takes place over several days. Its goal is to offer everyone, the opportunity to visit and get to know our territory from the comfort of your bike saddle.

The pleasure not only of keeping fit, but of living an original and new experience, visiting our beautiful region with villages full of charm, history, culture and food and wine excellences.

This is the mood with which the 1st edition of RRW - Ride Riccione Week - takes shape

A unique event that will take place from 9<sup>th</sup> to 16<sup>th</sup> June 2019. It will last a whole week and will be full of sporting events, congress appointments, stands and shows. It will take place in the heart of Riccione, which during this week, will be entirely dedicated to the cycling world.

The RRW is an international event, with unique initiatives and promoted in the main markets of Europe.

The Ride Riccione Week has been created in collaboration with the major national and international players in the sector. It will be a sporting event, but also with food and wine, shows and entertainment for all ages.

An important event organized in collaboration with the Family Hotels Consortium, Riccione Sport, Coni, Apt, Riccione council, sector magazines and journalistic agencies.

The Ride Riccione Week will host the start of the Giro d'Italia under 23 and the Ride Riccione, a classic Granfondo, which will reach the summit of the

Cippo Carpegna, known by all for the extraordinary achievements of our Champion Marco Pantani.

RRW contains the essence of Romagna Bike Experience, the fulcrum of the cycling and cycling vocation of the Emilia Romagna Region.

## Brompton

The Bromptonians are coming, participants dressed in jackets and shirts, who make a Le Mans style departure. They run towards their own Brompton bike, still closed on the start line, open it and start cycling on along a cycle path. Whoever arrives first wins, but also who stands out for his clothing. In short, agility and speed, but



also style and elegance, a recipe for lots of fun. The Brompton is a foldable bike, an indispensable means of transport for the commuter and for those who want to move easily in the city saving the environment too. To put it bluntly, the Brompton is not a simple folding bike, it is an icon of sustainable mobility, invented and produced in London, from 1975.

## Food and wine tours

A day on two wheels among art, culture, wine and delicious food. Do you dream of living an unforgettable experience in the most evocative places of Romagna? Register. Visit wonderful villages and taste the local wines, cheeses and typical products all in one day. You can participate with your bike and if you do not have it we'll take care of it, traditional and also pedal assisted.



### Ride with a champion

Every morning, in Riccione, you can meet a Champion of sport, but also Champions in Life. During the Ride Riccione Week you can go out every day for a quiet ride on a racing bike, discovering the emotions and commitment behind many victories.

A suggestive and panoramic tour that will be the opportunity for many wonderful photographic shots.



### Fixed-gear bikes = Great Show



They call them 'fixed bikes' or 'Fixies'. They are bicycles with a fixed gear. No free wheel mechanism. The drive wheel is connected directly to the wheel hub via the chain and each movement of one part corresponds to the movement of the other according to the

set ratio. No brakes.

Along an interesting circuit in the centre of Riccione with bales of hay, positioned coming out of the corners because here it starts at full speed and ends even faster and if you bend too much there is the risk of touching the ground with the pedal. This is also the reason why these races are so popular,



thanks to the short circuit that allows a continuous passage of the riders in front of the public.

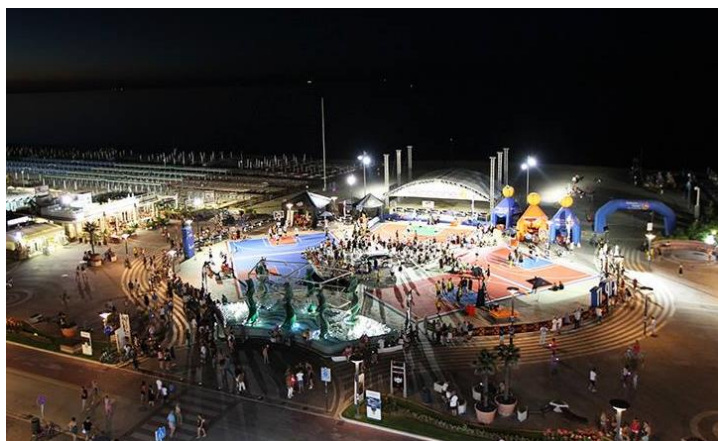
### **Pump track**

The Pump Track is an artificial path composed by parabolic curves and bumps. The purpose of the Pump Track is to follow it without pedaling, or using the thrust of the body. The Pump Track can be used by everyone, from novice to the most experienced riders.



The pump, however, not only trains technique, it helps us to overcome our fears, teaching us not to touch the brakes on the corners, to trust our means and our capabilities. To search for our own personal limits and above all to improve our resistance to fatigue. All in the name of entertainment and fun.

### **Shows area**



Piazzale Roma in the heart of Riccione and other areas of the city, every evening, will be the theatre of music shows and athletic performances.

### **Food area**

Food trucks and branded kiosks will be the setting for gourmet events

## Ride Riccione 2019

The Granfondo Riccione become Ride Riccione in 2019, in its 20th edition, to launch itself on to the international stage, reviewing the entire itinerary and participatory spirit.



Three routes: 35 km, 105 km and 140 km. Fun, fascinating and exciting, that bring amateurs through the hills of the hinterland of Riccione:

The Short gourmet route is open to any kind of bicycle and for good food lovers: an effervescent ride with panoramic and tasty refreshments discovering the gourmet side of Romagna.

The Medium: a charming route between the sea and the hills, retracing the speed hill climbing of the Riccione San Marino stage of the Giro d'Italia 2019.

The Long ride: on the tracks of the Pirate Marco Pantani, an extraordinary route with three speed hill climbing sections that will bring sporting amateurs to climb the Cippo, the famous climb which the Pirate used to prepare his successes and the most attractive tour that you can do. A photo at the top of Cippo is a must!

## International Bikeconomy forum



We will talk about the best Italian practices and international experiences that can be replicated, the best quality and safety criteria to create a cycle track, and finally why it is worth investing in the bicycle. The appointment, in the form of b2b, will be an opportunity to take stock of the

bike economy in Italy, where there are 743,000 frequent bikers, with higher

percentages in the autonomous province of Bolzano, Emilia Romagna and Veneto. These are also the regions, together with Friuli Venezia Giulia and Lombardia, with the greater propensity to move by bike for urban journeys.

### **Area stand**

The heart of Riccione will be the stage for the stands and trucks of the mother houses of the most prestigious bicycle brands, from sports to urban, from clothing to technological accessories.

### **Departure Giro d'Italia U23**

A year ago, the Giro d'Italia under 23s was a great success. This year it will do even better.

From 2pm on Thursday 13th June, the prologue of the Giro Under 23 Young is open to beginners and trainees.

On Friday, June 15, in Riccione, there is the departure of the 41st edition of the Giro d'Italia under 23s. The stage, dedicated to sprinters, is from Riccione to Forlì, 137 KM. On Thursday, the prologue runs along the streets of the city with arrival in Viale Ceccarini.



### **Family kid area**



A large kid's area, pump track, strider bicycles for the fun of the little ones. With the collaboration of the Family Hotels, a place where you can have fun on two wheels, from

0 to 10 years, from first steps to road safety to pure fun with ramps.



### **Family cup**

A family style "race" with kid trailers so children and parents can enjoy the town together. Mum, dad and baby, obviously comfortably on board their trailers, have to register.



### **Bike Test**

Every day, at the stands of the most prestigious brands of bicycles, it will be possible to try new bikes and accessories.