

May 5th, 2020

**TRY AND RIDE A BIT OF LA FAUSTO COPPI OFFICINE MATTIO GRANFONDO!
VIRTUALLY, FROM HOME.**

For those who have never done it, it is an opportunity to discover this wonderful cycling marathon, in all its beauty and majesty. For those who have already pedaled it, it is a way to see again those incredible mountains, which have given so much to cycling and outdoor enthusiasts: a stretch of La Fausto Coppi Officine Mattio route, will be available for all fans for a virtual ride on May 9, thanks to ENDU Virtual Granfondo.

Cuneo (Italy) 5 May 2020. The Cuneo international cycling marathon La Fausto Coppi Officine Mattio is one of the five major Italian and international cycling marathons, the most renowned in the North-West of Italy and a coveted goal for 2800 cyclists from all over the world.

Departing from Cuneo in Piedmont, it takes athletes to cross some of the most beautiful alpine roads, those that wind up the Maritime Alps, on the border with France. The main peak of the granfondo is the majestic Colle Fauniera, which with its 2481 meters stands out on the path, fascinating and merciless at the same time. Its 15 km of final ascent, not very pending (apparently) but inexorably and constantly on the rise, are a dream and a nightmare for every granfondo cyclist. To be done, at least once in a lifetime.

The 2020 edition of the granfondo has been canceled due to the pandemic but the ASD Fausto Coppi on the road, in collaboration with ENDU, the Italian portal of reference for endurance sports, offers a virtual section of the route, which enthusiasts can ride from home, thanks to the Rouvy app.

The meeting is set for Saturday 9 May, from 9 AM. Riders will pedal the stretch that goes from the village of Dronero, crossing the fascinating Ponte del Diavolo (Devil's bridge) and climbing towards Montemale and Valgrana. The arrival line is set after about 14 km of ascent, at the Sanctuary of Castelmagno. "The virtual tasting" of La Fausto Coppi Officine Mattio ends here, right at the foot of the mythical Colle Fauniera, but the beauty of the Piedmont mountains will not fail to enchant. Overall, you cyclists will virtually cover about 31.5 km and 1600 meters in altitude. The stretch is part of the long route, that of 177 km and 4125 meters denivelation, which characterizes the Cuneo international cycling marathon.

The event is part of the ENDU Virtual Granfondo circuit, to which GF Gavia and Mortirolo, Granfondo Marcialonga Craft and GF Sportful Dolomiti Race have also joined. Registration is open to all and includes a rich race package, just like in the real granfondo events: free access to Rouvy (www.rouvy.com), a pack of Named Sport products, a Canyon Bicycles voucher and a discount voucher on registration to next years' granfondos of the circuit. Plus, the package offered by the organization itself: discount vouchers on Vittoria products, discount vouchers on bike trips with Officine Mattio, discount vouchers on Enervit products, discount vouchers on purchases made on the ciclimattio.com portal.

The famous La Fausto Coppi Officine Mattio jersey will obviously not be part of the pack: it's a collectors' item that is given only to those who really ride the event.

The virtual participation in the ENDU Virtual Granfondo events will also reward Italian Civil Protection: 1.00 Euro will be donated for each arrival. Registrations, here: https://www.endu.net/it/events/endu_virtual_granfondo_spring_edition



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