



## **Sidi confirms the adventure with Filippo Pozzato and Ride the Dreamland**

*For the second year, Sidi supports the project that talks about cycling and territory through four events starting on 12 October.*

The **Giro del Veneto** inaugurates the series of events included in the Ride the Dreamland project, already part of the national and international cycling calendar since last year. On 12 October, in fact, the caravan following the event conceived by Filippo Pozzato will parade on the roads between Padua and Vicenza, on a 159.8 km route with a 1600m elevation gain. Two days later, it will be the turn of the Serenissima Gravel, characterised by a route that alternates white roads with single tracks - an authentic spectacle, for sure - surrounded by incredibly charming natural landscapes. On 15 October VeneToGo will kick off and unfold along two routes, while on Sunday 16 the Veneto Classic will have the task of closing the autumn races' quartet that from Treviso ends in Bassano del Grappa, after covering 190 km.

Sidi, born and bred in the province of Treviso, has always demonstrated its bond to the place that has witnessed the development of a small craft workshop which has become over the years a leading company on the international market for cycling shoes and motorbike boots. Supporting events sponsored by athletes in the area is certainly a priority for the brand with a particular vocation for innovation. Being part of a project that not only promotes professional cycling but also talks about the sport to a wider audience, involving them in activities that are increasingly popular with fans, is a further strength.

*"At a time of change like the one we are currently going through, being able to organise this programme of four races in Veneto again makes us incredibly happy," explains Filippo Pozzato. "Our organisation went to great lengths to ensure that we could repeat the spectacle we enjoyed in 2021, the first year ever. I am immensely grateful to the organisations, institutions and companies that once again placed their trust in our format. Without them, our efforts would not have been sufficient to be back. Sidi has always believed in me, supported me during my professional career and now being able to involve the company and share moments of great sport is extremely important to me, a real thrill," he concludes.*

For all fans, it is now time to get ready for four days of pure emotion that will involve different terrains and attitudes, to show once again how cycling is a universal sport, capable of stirring enthusiasm in all its facets.

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