

Sonny Colbrelli talks about Valsir, a major Tour de Pologne partner for the 3rd year running.

The Italian company continues to share the great values of sport alongside the Lang Team.

Valsir will once again be alongside the Tour de Pologne in a significant partnership that unites the two brands in the name of a deep passion for cycling. The Italian company, leader in the production of state-of-the-art systems for the plumbing, building and bathroom sectors, has been supporting world-class sporting events for many years. It is Sonny Colbrelli, the new exceptional ambassador, who explains how this plays a really important role for entrepreneurs investing in sport: *"I am proud to be an ambassador for the values of Valsir in the world,"* says the champion from Brescia. *"It is a company that was founded and developed in my own area, and I have seen how their role in the sport's growth has been more valuable than ever. There are so many sectors that benefit from the support of Valsir, not only at international level but also at amateur and youth levels. This makes me even more proud to be one of their ambassadors. I am aware of everything they are doing for the promotion of cycling and their plain approach to business, by no means obvious, makes me even closer to them."*

From youth categories to the World Tour, Valsir's commitment to the promotion of cycling is tangible and constant. Their presence is now a guarantee, so much so that last year the final stage of the Tour de Pologne started from the company's Polish branch.

"I have known the people representing Valsir for a long time and I am happy that, following the successful cooperation in the organization of the last stage of the 79th Tour de Pologne, we will be working together again," says Czesław Lang, Tour de Pologne Race Director. *"Long-standing partnerships are important as they help create interesting and fruitful situations. We will again have a great opportunity to show how good these partnerships are for the cycling movement."*

In addition to the partnership, Valsir and the Tour de Pologne share their focus on details, as Barbara Rosek, general director of Valsir Polska, says: *"Valsir has been involved in cycling for years, and we are looking forward to sharing our sporting passions once again. As an industry leader, we ascribe an enormous importance to quality. That is why we want to collaborate with the best and set new standards, just like the organizers of the Tour de Pologne."*

Mattia Gandini, Marketing Director of Valsir, confirms why the brand chose to support cycling: *"Our company deeply believes in the values that sport, cycling in particular, embodies and represents. Cycling is a tough discipline where the work of the whole team leads to victory. The same is true for our company: the commitment of each employee determines all our successes"*.

The Polish UCI World Tour race is one of the biggest one-week events in Europe, attracting thousands of fans and the best international riders every year, Sonny Colbrelli confirms: *"I have great memories at the Tour de Pologne. Although I was very young, I was immediately impressed by the colorful and cheerful atmosphere of this race, which attracts a remarkable number of spectators. The stage that fascinated me the most - even though it was out of my reach - was the one in Zakopane. The town and the scenery were breathtaking. The race is undoubtedly very popular and, as a rider, it is always nice to see the fans filling the streets with enthusiasm and passion."*

The anniversary edition will start on July 29th in Poznań, from where the riders will travel along Polish roads to Krakow on August 4th, where the winner of the 80th Tour de Pologne will be announced.

