



## **Sidi rides alongside with PP Sport Events**

*The Treviso-based shoes and clothing manufacturer for cyclists and motorcyclists confirms it has put its trust in PP Sport Events and Ride the Dreamland events*

Sidi was one of the companies that immediately believed in the project of PP Sport Events and Filippo Pozzato. Confirmed now by the new management of Italmobiliare, the well-known brand from Treviso - which produces cycling and motorcycling shoes and clothing - alongside the events of Ride the Dreamland in 2023: Giro del Veneto (11th October), Serenissima Gravel (13th October), Social Ride VENETOgo (14th October) and the Veneto Classic (15th October).

In 2020, when Pozzato launched himself into the field of organising cycling events, with the Italian Championships between Bassano del Grappa and Cittadella, Sidi immediately backed his initiative, a commitment he then maintained in 2021, when Ride the Dreamland first landed on the professional calendar.

Sidi was founded in 1960 with the idea of creating the best footwear for two-wheel sports. Thanks to its unique and exclusive relationship with the top athletes in cycling and motorcycling - including Francesco Moser, Giacomo Agostini, Joel Robert, Stefan Everts, Paolo Bettini, Tony Cairoli, Billy Bolt, Egan Bernal, Richard Carapaz, Kiara Fontanesi, Alvaro Bautista, Colin Edwards, Gregg Black, Sylvain Guintoli - the company has revolutionised the world of footwear with unique technologies such as the semi-adjustable cleat, the rotor closure, carbon soles, anti-hyper-extension systems, SRS and many others. It is with the same spirit that Sidi continues to create technologies to improve the experience and safety on both bikes and motorbikes.

*"We decided to support PP Sport Events both because cycling is one of the company's main objectives, but also because it is not just about cycling," explains Davide Rossetti, CEO of Sidi. "These projects give all fans the chance to experience world-class events up close while being involved in dedicated activities, so that they can have an all-round, first-hand experience. This series of races is also an excellent vehicle for promoting an area where cycling is very much felt and followed passionately. We have more than one good reason to be part of it."*

During the days of the event, Sidi will be present at the sponsor village with its products, and available to anyone wishing to learn more about excellence in the cycling sector and beyond.

*"With Sidi there is a sense of harmony that has been going on for years and I am happy that, as time goes by, it is getting stronger and stronger - explained Filippo Pozzato, founder of PP Sport Events -. For young but ambitious events like Ride the Dreamland, it is an honour to be able to be flanked by a brand that is known all over the world, because it gives prestige to our project and at the same time confirms how good we have done so far. When a partner like Sidi believes in what you do, it means that you are on the right track'.*

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