

GEOGRAVEL TUSCANY LE STRADE GRIGIE

23/24 September 2023

Out Of the side of GeoGravel Tuscany ***Italian sports eyewear company sponsors new gravel event created by Paolo Bettini***

For the past two years, the two-time world champion Paolo Bettini has been the brand ambassador for Out Of, the Italian company that produces high-tech sports glasses.

It is a collaboration born of a shared passion for technological research, attention to detail and the quest for new frontiers.

So when Bettini conceived a new event dedicated to gravel on his land, an event whose aim is to discover little-known tracks, it seemed natural to involve the Out Of team.

"Il Grillo" himself says:

"From the beginning I was fascinated by Out Of's approach to technological innovation, a company that began by producing excellent ski goggles and then expanded into cycling goggles. Goggles with truly unique features.

So I can only be delighted that, in addition to the normal collaboration that has linked us for two years, the company is supporting events in my area to discover the geothermal hills that are the pride of my country".

An opportunity seized with both hands by the Out Of team, always on the lookout for new trends:

"In recent times, the gravel discipline has become increasingly popular, perhaps because in an increasingly chaotic and urgent world, we feel the need to experience and enjoy nature as much as possible, to rediscover the pleasure of exploring it on two wheels.

Paolo Bettini's experience, passion and dedication to cycling are an inspiration to all, and we at Out Of could not be happier or more honoured to accompany him on this journey of sharing and rediscovery, certain that it will be an experience that all participants will carry in their hearts".

GeoGravel Tuscany is more than just a two-day sporting event, it is a true gravel festival to discover the wonderful metalliferous hills.

The event will begin on Friday 22nd September at 6.00 pm with the inauguration of the GeoVillage in Pomarance (PI), the real heart of the event, where the various rides will start, as well as concerts and food and wine stands.

On Saturday, at 15.30, the brave start the 250 km Ultra, while on Sunday, from 8 to 10 a.m., the highlight of the event will be the start of the long, medium and short courses.

The grand finale will once again take place in the GeoVillage from 12 noon, where all the participants will gather for the Pasta Party to close the event.

[Here](#) are all the details of the four planned routes, the full programme and how to register.