

GEOGRAVEL TUSCANY LE STRADE GRIGIE

23/24 September 2023

Sportful signs the exclusive jersey dedicated to GeoGravel Tuscany

The collaboration between the historic sportswear brand from Fonzaso (BL) and the new gravel event created by Paolo Bettini has resulted in a unique kit that fans will be able to buy exclusively on site during the event, which will take place in Pomarance from 22nd to 24th September.

The collaboration with **Sportful** has led to the creation of a brand new jersey dedicated exclusively to **GeoGravel Tuscany**, which will be on sale to all registered participants at the special stand at the GeoVillage in Pomarance (PI), the venue of the event.

The model chosen is the **Supergiara** jersey, the jersey designed by Sportful specifically for those who practice gravel and are looking for adventure on the bike, thanks to the 6 back pockets (instead of the usual 3) designed to hold everything you need to face new off-road challenges.

The graphics have been designed to highlight the characteristics of GeoGravel Tuscany and the enchanting places you'll see along the way.

The **green** in the lower part is reminiscent of the woods that the participants will cross, dense forests of oak, holm oak and olive trees that, with their mystery, embrace all the charm of this part of Tuscany.

The **grey** of the central part is a clear reference to the 'Strade Grigie' that are one of the main features of the event, a network of forest roads that cross the Colline Metallifere and from which they take their shape, colour and nuances.

Finally, the upper part of the jersey is **ivory white**, representing the steam emitted by the earth that the participants will encounter on their journey to discover the warm heart of Tuscany.

But that's not all.

To ride in perfect style on the day of the event and return home with an extra souvenir to wear the rest of the year, GeoGravel Tuscany and Sportful completed the exclusive 'GeoKit' with the **GeoCap** and **GeoSocks**.

At the GeoVillage it will also be possible to buy the special hat created for the event by the Italian company Eevye, with a personalised and interchangeable leather patch.

GeoGravel Tuscany is more than just a three-day sporting event, it is a real gravel festival to discover the Colline Metallifere and the Tuscan geothermal area.

The event will begin in the afternoon of Friday 22nd September with the inauguration of the GeoVillage in the "Piazzone", a beautiful area near the centre of Pomarance that will host the GeoFestival, the beating heart of the whole event, where the evening concerts will take place and where local food and wine stalls and speciality shops will be set up.

It will also be the starting point for the various rides scheduled for Saturday 23rd (Ultra route) and Sunday 24th (Long, Medium and Short routes).

For more details about the four planned routes, the detailed programme and registration procedures, please visit www.geograveltuscany.it

Media Note | ATCommunication

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